

#8thibbc2018

PROGRAM & ABSTRACT BOOK

8th International Borneo
Business Conference 2018

DIGINOMICS: PROMISE & PERIL

Main Organizer:



Co-Organizers:



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ESSAGE FROM

Vice Chancellor of Universiti Malaysia Sarawak

It gives me great pleasure to extend a very warm welcome to all esteemed guests and participants to the 8th International Borneo Business Conference (8th IBBC 2018), organized by the Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), and co-organized by the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah (UMS), Faculty of Economics and Business, Universitas Tanjungpura Pontianak (UNTAN), and Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya (STIESIA). Since the inaugural conference in 2004, this biennial event has successfully provided a platform for academics, policymakers, and industry practitioners, from all parts of Borneo and abroad, to interact and exchange ideas on regional and global business issues.



The 8th IBBC 2018 with its theme "*Diginomics: Promise and Peril*" aspires to solicit active and dynamic discussions on issues pertaining to the promise and peril of economic digitalization. As part of the initiatives to the national economic agenda, the digital economy is expected to spur economic development and growth, in crystallizing the nation's aspiration to be a developed nation. The digital transformation impact on the economy is expected to significantly increase over the years. In 2017, it has contributed to about 19% of Malaysia's gross domestic product (GDP). That share is likely to grow in heading towards achieving the government's target of 20% by 2020.

Malaysia is still transforming and stepping up to embrace itself with much improved digitalized economy to foster innovation, competitiveness and growth. An exemplary digital economy transformation of Estonia has seen the nation enjoying the journey towards becoming a developed nation without waiting for costly and time-consuming industrial infrastructure investments to bear fruit. While digital transformation is poised to improve the livelihood of citizens through the bolstering of entrepreneurship opportunities and creating more income sources, it is perceived to have its perils, such as intrusion into privacy and security issues, and a cause of growing disruptive gap among computer and financial literates. The promise and peril arising from the digital economy landscape would present an interesting agenda for discussion. On that note, this conference aptly provides a great opportunity for delegates to discuss digital economy issues, in the context of "promise and peril".

I would like to conclude by taking this opportunity to congratulate the organizers in making this conference a success. My sincere appreciation also goes to all Keynote Speakers for their time and willingness to be here at this auspicious event. It is my sincere hope that fruitful sharing of knowledge at this conference could provide inspiring beneficial inputs to the delegates, industries, and policy makers. To all participants, I hope your stay in Kuching will be a memorable and enjoyable one.

Wassalam.

YBhg Prof Datuk Dr Mohamad Kadim bin Suaidi
Vice Chancellor
Universiti Malaysia Sarawak

MESSAGE FROM

**Dean, Faculty of Economics & Business
Universiti Malaysia Sarawak**

Salam Sejahtera.

It is indeed my great pleasure to extend my warmest welcome to all our distinguished speakers and delegates of the "8th International Borneo Business (IBBC) 2018".



This year conference, in conjunction with the significance of the IR4.0 landscape, and in response to the current business environment which focuses on digitalized economy, the theme for this year conference is, "Diginomics: Promise and Peril" is just timely and appropriate. Despite the hope and potential achievement which digital economy can bring about, we are reminded to be mindful of the regulatory preparation to address any potential negative distraction that we may encounter. This conference will provide us with the meaningful platform to enable engagement of researchers and practitioners to present and discuss issues and come up with any positive outcomes.

Therefore, I would like to encourage all delegates to make maximum use of this opportunities, to exchange and share views and opinions, and continue to keep abreast with the latest issues and developments in all pertinent matters. It is also hoped that using this conference we can continue to realize regional and international cooperation among speakers, researchers and participants. On behalf of the Faculty of Economics and Business, I hope all delegates and participants will have an enjoyable stay and will find this conference useful.

Lastly, I would like to take this opportunity to express my deepest and sincere appreciation to the Vice Chancellor of Universiti Malaysia Sarawak, YBhg Professor Datuk Dr. Mohamad Kadim Suaidi, for his support and willingness to officiate the 8th International Borneo Business 2018. My gratitude is also extended to all our distinguished keynote speakers, conference chairpersons and participants.

Thank you, and have a productive and memorable conference to all.

Associate Professor Michael Tinggi
**Dean, Faculty of Economics and Business
Universiti Malaysia Sarawak.**



**Dean, Faculty of Business, Economics and Accountancy
Universiti Malaysia Sabah**

Bismillaahirrahmaanirrahim
Assalamualaikum W.B.T dan Selamat Sejahtera,

On behalf of the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, I wish to welcome all delegates to the 8th International Borneo Business Conference, fondly referred to as IBBC 2018. First and foremost, I extend our gratitude to the Universiti Malaysia Sarawak (UNIMAS) for choosing Universiti Malaysia Sabah (UMS), specifically the Faculty of Business, Economics and Accountancy as the co-organizer for this important conference.



Started in 2004, the International Borneo Business Conference (IBBC) has emerged as a platform for researchers and industry players to share experiences and exchange viewpoints on contemporary business and economic issues affecting this region. Borneo, in itself as a region, consists of not only Malaysia, but also includes the countries of Brunei Darussalam and the Republic of Indonesia. The importance and potential of Borneo as a trade hub for the region is apparent just based on the fact that Borneo is the third-largest island in the world and sits at the geographic center of Maritime Southeast Asia. Nevertheless, geographic position is only one aspect that determines the success of a nation's trade relations and economic development. Based on current global developments, the future of a nation's economic development also rests on its ability to create an invigorating economy which is based on the nation's level of digital computing technologies. Hence, the IBBC 2018 is a timely conference to address questions of how integration and diversity in today's digital era can affect us in all aspects of life.

This year's theme of the conference is "DIGINOMICS: Promise and Peril". The global business environment is continually changing, and one of the fundamental drivers of this change is digital transformation. At its core, digital economics is about using the latest technology to manage your business and/or nation's economic development.

The global economy is undergoing a digital transformation at breakneck speed, and the backbone of the digital economy is hyperconnectivity through internet technology. Therefore, as a higher learning institution, UMS is always looking for opportunities to strengthen the bonds we already have with institutions of higher learning in the region as well as creating new partnerships with industry players and other institutional partners, in order to strengthen our knowledge and skills. As such, through academic collaborations such as this, it is hoped that we can work together and become stronger as region.

In conclusion, I applaud the joint effort of all the parties involved, in particular the organizing committee from both UNIMAS and UMS, for bringing the 8th International Borneo Business Conference in fruition. Last but not least, I wish everyone a successful conference.

Thank you

**Professor Madya Dr. Raman Bin Noordin
Dean, Faculty of Business, Economics and Accountancy
Universiti Malaysia Sabah**

MESSAGE FROM

Chairman, Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA), Surabaya
Dr. Nur Fadjrih Asyik

I am delighted and privileged to welcome you to the 8th International Borneo Business Conference 2018 (8th IBBC 2018) at Hilton Hotel, Kuching from 4th – 5th October 2018.

Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya becomes a co-organiser of IBBC 2018 following the Memorandum of Understanding (MoU) with University Malaysia Sarawak (UNIMAS), signed on 16 November 2017. This conference has been initiated with the objectives of encouraging academics and industry practitioners to engage in active discussion about the digital economy. Therefore, I would like to express my sincere gratitude to UNIMAS for giving STIESIA the opportunity to take part in this conference, aptly themed “Diginomics: Promise and Peril”, in light of the revolution of information and communications technology and the emergence of digital economy worldwide.



This International conference is a catalyst that draws international researchers, including academicians, practitioners and policy makers, to meet and discuss a range of contemporary global business and economic issues. It provides an opportunity to put theories into practices. Participants will gain knowledge about the digital economy related issues and its application.

STIESIA’s contribution to this conference takes the form of nineteen paper submissions, three of which are from lecturers and the remaining sixteen from our doctoral students. STIESIA also has the honour to be in the panel of paper reviewers. Review of quality papers for this conference is accredited to STIESIA’s very own Dr. Nur Fadjrih Asyik, Dr. Ikhsan Budi Rihardjo, Professor Dr. Hening Widi Oetomo and Dr. Suwitho. May I take this opportunity to congratulate all participants whose papers have been selected for presentation at this international conference.

STIESIA’s successful collaboration with UNIMAS is to be seen as an encouragement for future collaboration between other institutions and STIESIA Surabaya. We welcome mutual keen interest in the sharing of insights and inputs on areas that are challenging and current, in the domain of new technologies. Finally, on behalf of STIESIA, I would like to congratulate UNIMAS for successfully hosting the 8th International Borneo Business Conference 2018. We hope this conference will further stimulate future collaboration with UNIMAS and other foreign universities and see the possibility of STIESIA hosting this International conference in the not too distant future.

Thank you.

Dr. Nur Fadjrih Asyik
Chairman of Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA), Surabaya

MESSAGE FROM

**Dean, Faculty of Economics and Business
Universitas Tanjungpura**

It is my great pleasure to welcome all the participants to the 8th International Borneo Business Conference 2018 held in Kuching, Sarawak. Special thanks are due to the Dean of the Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS) and the Organizing Committee for their efforts in ensuring the success of this conference.



The theme of the conference "Diginomics: Promise & Peril" shows a great attention on the impact of digital and online culture and lifestyle on business and economics. The digital culture has spread across the societies which cannot be avoided. No government or business institution can avoid from that new culture since people want to access to the government and business services quickly regardless of location and time.

The culture has created threat and opportunities. Everyone has to adapt to the new culture in order to take the advantage of the culture. The digital culture enables people to create variety of applications which create many job opportunities for those who are able to adapt to the culture. Those who cannot adjust to the culture will be marginalized.

I believe that every country and society has differences and similarities in applying and adjusting to the digital culture. Some may have smooth transition while the others have to face many obstacles. Variety of topics are covered in the conference. The participants not only present their paper but also discuss and share their experience related to the subjects presented which may enrich our knowledge on digital economy.

To all the participants, have a great conference and enjoy your time in Kuching, Sarawak.

MESSAGE FROM

Conference Organizing Chairperson

I am delighted to welcome you to the 8th International Borneo Business Conference 2018 (IBBC 2018) held in the city of Kuching, Sarawak, Malaysia. The 8th IBBC 2018 is jointly organized by the Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah (UMS), Faculty of Economics and Business, Universitas Tanjungpura Pontianak (UNTAN), and Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya (STIESIA).



The theme this year is *Diginomics: Promise and Peril*, a topic that is relevant because of the global advancement in digital technology, particularly trending towards the Internet of Things (IoT), Big Data Analytics, Artificial Intelligence (AI) and Cloud Computing.

Analyzing the promise of digital economy in 2018 is about as “easy” as predicting the impact of automobile in 1900. Intuitively, it was then felt to have a significant impact on the mode of transportation, yet very few people knew how to drive, and car mechanics were nearly non-existence in those days. In the 1900s, automobiles were predicted to be in direct competition with horses and horse-drawn carriages, and to create opportunities for new industries such as oil, steel, glass, and rubber. But, who would have predicted the perils of automobiles. From air pollution, to traffic congestion, to suburban crime, to the geopolitical issue in the Middle East, automobiles have become a problem. So it is with Digital Economy. While holding out promises of economic opportunities, Digital Economy also simultaneously presents its perils, examples of which are overdependence on hyper-connectivity, vulnerability of privacy, mass job destructions, massive digital misinformation, and cybersecurity attacks. In this vein, with the theme *Diginomics: Promise and Peril*, this conference aims to provide opportunities for academicians and industry practitioners to exchange knowledge on issues relating to the digital economy.

On behalf of the organizing committee of the 8th IBBC 2018, I would like to extend my appreciation to Professor Dato’ Mohamad Kadim Suadi, Vice Chancellor of Universiti Malaysia Sarawak (UNIMAS), Associate Professor Michael Tinggi, Dean of the Faculty of Economics and Business UNIMAS, Associate Professor Dr Raman Noordin, Dean of the Faculty of Economics and Business, Universiti Malaysia Sabah (UMS), Professor Dr Eddy Suratman from the Faculty of Economics and Business, Universitas Tanjungpura Pontianak, Dr Nur Fadjrih and Professor Dr Hening from Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya (STIESIA), for their consistent support towards the success of this conference. Furthermore, I would like to extend my gratitude to all distinguished speakers and delegates for their contribution of ideas and knowledge. It is my sincere hope that this conference will prove inspiring and provide beneficial inputs to the academicians, industries, and policy-makers. Finally, I would also like to thank all external reviewers and organizing committee members who have contributed selflessly in making this conference a success. To delegates who are visiting Sarawak for the first time or are on a return visit, we hope your stay at this beautiful and culturally rich Land of the Hornbills will be a memorable and enjoyable one.

Happy Researching.
Dr Rayenda Khresna Brahmana
Chairperson

#8thibbc2018 Program Schedule

4th OCTOBER (Thursday)

0800	Registration and Arrival of Participants	Ballroom 1 & 2
0900	Welcoming Speech and Officiating Address by Vice Chancellor of UNIMAS Memorandum of Understanding (MoU) Document Exchange Ceremony Between UNIMAS and NEM Blockchain, Malaysia Ybhg. Prof. Datuk Dr. Mohamad Kadim bin Suaidi	Ballroom 1 & 2
1000	Refreshment	Foyer
1030	Keynote Session 1 Datuk Ir. Ahmad Fauzi Bin Hasan Chairman, Malaysian Energy Commission	Ballroom 1 & 2
1115	Keynote Session 2 Mr. Stephen Chia CEO of NEM Blockchain, Malaysia	Ballroom 1 & 2
1200	Lunch	Waterfront Cafe
1315	Parallel Session 1 (A) Parallel Session 1 (B) Parallel Session 1 (C) Parallel Session 1 (D) Parallel Session 1 (E) Parallel Session 1 (F)	Ballroom 1 Ballroom 2 Kenyalang Enseng Berjaya Selasih
1430	Parallel Session 2 (A) Parallel Session 2 (B) Parallel Session 2 (C) Parallel Session 2 (D) Parallel Session 2 (E) Parallel Session 2 (F)	Ballroom 1 Ballroom 2 Kenyalang Enseng Berjaya Selasih
1545	Refreshment	Foyer
1600	Parallel Session 3 (A) Parallel Session 3 (B) Parallel Session 3 (C) Parallel Session 3 (D) Parallel Session 3 (E) Parallel Session 3 (F)	Ballroom 1 Ballroom 2 Kenyalang Enseng Berjaya Selasih
1900	Conference Dinner Best Paper Award Presentation	Ballroom 1 & 2

5th OCTOBER (Friday)

0900	Keynote Session 3 Mr. Noor Hasmadi Noor Hamid Consulting Director, Vantagepoint Consulting	
0945	Keynote Session 4 Dr. Muhamad Abdullah Zaidel Special Administrative Officer, Sarawak Chief Minister	
1030	Refreshment	Foyer
1045	Parallel Session 4 (A) Parallel Session 4 (B) Parallel Session 4 (C) Parallel Session 4 (D) Parallel Session 4 (E) Parallel Session 4 (F)	Ballroom 1 Ballroom 2 Kenyalang Enseng Berjaya Selasih
1200	Lunch	Waterfront Cafe
1415	Parallel Session 5 (A) Parallel Session 5 (B) Parallel Session 5 (C) Parallel Session 5 (D) Parallel Session 5 (E)	Ballroom 1 Ballroom 2 Kenyalang Enseng Berjaya
1515	Parallel Session 6 (A) Parallel Session 6 (B) Parallel Session 6 (C) Parallel Session 6 (D) Parallel Session 6 (E) Parallel Session 6 (F)	Ballroom 1 Ballroom 2 Kenyalang Enseng Berjaya Selasih
1600	Refreshment	Foyer
1615	Meet and Greet Journal Editors ▪ International Journal of Business and Society ▪ International Journal of Economics and Management ▪ Jurnal Ekonomi Malaysia ▪ Asian Journal of Business Research	Ballroom 1 & 2

List of Tracks and Chairperson

4th OCTOBER (Thursday)

Time	Session	Track	Chairperson	Venue
1315-1430	1 (A)	Accounting and Finance	Dr. Josephine Yau Tan Hwang	Ballroom 1
	1 (B)	Banking and Finance	Mohd Naim Kamaruzaman	Ballroom 2
	1 (C)	Technology Management	A.P. Dr. Kartinah Ayupp	Kenyalang
	1 (D)	Macroeconomics	Dr. Chin Mui Yin	Enseng
	1 (E)	Hospitality and Tourism	Dr. Pariwat Somnuek	Berjaya
	1 (F)	Digital Economy and Business	Dr. Norlina Mohamed Noor	Selasih
1430-1545	2 (A)	Special Issues in Accounting	Dr. Hilda Rossieta	Ballroom 1
	2 (B)	Consumer Behaviour	Dr. Shiet Ching Wong	Ballroom 2
	2 (C)	Human Resource and Management	A.P Dr. Law Siong Hook	Kenyalang
	2 (D)	Marketing	Dr. Jee Teck-Weng	Enseng
	2 (E)	Productivity and Quality	Dr. Dayang Affizah Awang Marikan	Berjaya
	2 (F)	Entrepreneurship	Thyophoida W.S. Panjaitan	Selasih
1600-1700	3 (A)	Special Issues in Economics	A.P. Dr. Puah Chin Hong	Ballroom 1
	3 (B)	Business and Society	Dr. Parveen Kaur	Ballroom 2
	3 (C)	Management Studies	Dr. Jakaria Dasan	Kenyalang
	3 (D)	Organizational Behaviour	Nur Constance Wah	Enseng
	3 (E)	Strategic Marketing	Dr. Mahani Mohammad Abdu Shakur	Berjaya
	3 (F)	Hospitality and Tourism	Dr. Tini Maizura Mohtar	Selasih

List of Tracks and Chairperson

5th OCTOBER (Friday)

Time	Session	Track	Chairperson	Venue
1045-1200	4 (A)	Corporate Governance	Dr. Sylvia Veronica Siregar	Ballroom 1
	4 (B)	Islamic Finance	A.P. Akmal Hisham bin Tak	Ballroom 2
	4 (C)	Business and Society	A.P. Dr. Rohaya Mohd Nor	Kenyalang
	4 (D)	Socio-Economic Issues	A.P. Dr. Rossazana Ab Rahim	Enseng
	4 (E)	Special Issues in Marketing	Dr. Desi Adhariani	Berjaya
	4 (F)	Economics and Finance	Dr. Josephine Yau Tan Hwang	Selasih
1415-1515	5 (A)	Corporate Finance	Achmad Rifky Fauzi	Ballroom 1
	5 (B)	Accounting and Finance	Dr. Ratna Wardhani	Ballroom 2
	5 (C)	Development Economics	Dr. Muhammad Asraf Abdullah	Kenyalang
	5 (D)	Business and Society	Dr. Mohd Khairul bin Hassan	Enseng
	5 (E)	Macroeconomics	Dr. Leong Choi Meng	Berjaya
1515-1600	6 (A)	Macroeconomics	Dr. Jerome Kueh Swee Hui	Ballroom 1
	6 (B)	Digital Economy and Business	Dr. Jasman Tuyon	Ballroom 2
	6 (C)	Management Studies	Audrey Liwan	Kenyalang
	6 (D)	Strategic Management	Dr. Holtan Siagian	Enseng
	6 (E)	Business and Society	Dr. I Wayan Damayana	Berjaya
	6 (F)	Banking and Finance	Dr. Samuel Adeyinka- Ojo	Selasih

Conference Sessions

Day 1: 4th OCTOBER (Thursday)

Session 1 (A): ACCOUNTING AND FINANCE Chairperson: Dr. Josephine Yau Tan Hwang	
1315 – 1430 Ballroom 1	Tax Planning And Firm Value: Evidence From Malaysia <i>Mohd Waliuddin Mohd Razali, Siti Shahfina Ghazali, Janifer anak Lunyai and Josephine Yau Tan Hwang</i>
	The Influence of Obedience Pressure, Auditor Experience and Gender On the Audit Judgment with Task Complexity as Intervening Variable On the Auditors Who Worked at Public Accountant Firm in Surakarta and Yogyakarta <i>Endang Purwaningsih</i>
	Female Ceos and Corporate Innovation <i>Ronny Prabowo and Doddy Setiawan</i>
	Effects Of Loan-To-Deposit Ratio (Ldr), Non-Performing Loan (Npl) And Net Interest Margin (Nim) On Return On Assets (Roa) As Moderated By Automatic Teller Machines (Atms) <i>F.X. Soegeng, Lusy, V. Ratna Inggawati and Hening Widi Oetomo</i>
Session 1 (B): BANKING AND FINANCE Chairperson: Mohd Naim Kamaruzaman	
1315 – 1430 Ballroom 2	Corporate Social Responsibility and Earnings Quality (A Study On Companies Listed On Sri Kehati-Index) <i>Erwin Saraswati, Endang Mardiaty and Diana Rachmawati</i>
	The Determinants of Capital Structure of Malaysian Construction Companies Pre- and Post-Financial Crises <i>M.H. Yahya, M. Hafiz Ali and W. Choo</i>
	The Determinants Of Idiosyncratic Volatility in Indonesia Banking Industries <i>Amrie Firmansyah, Pardomuan Sihombing and Sri Yani Kusumastuti</i>
Session 1 (C): TECHNOLOGY MANAGEMENT Chairperson: A.P. Dr. Kartinah Ayupp	
1315-1430 Kenyalang	Customer Relationship Management (Crm) As A Predictor to Organization's Profitability: Empirical Study in Telecommunication Company in Sabah. <i>Helmina Thomas, Stephen Laison Sondoh Jr, Dean Nelson Mojolou, and Geoffrey Harvey Tanakinjal</i>
	Technological Transformation and Performance: Role of Information Technology Infrastructure Capability <i>Fadzliwati Mohiddin and Kabiru Jinjiri Ringim</i>
	The Influence of Information Sharing Linkages on Business Performance: Evidence from Micro and Small Enterprises in Sarawak <i>Siti Aisyah Ya'kob, Mohd Uzairi Ahmad Hajazi, Sharizal Hashim</i>

Session 1 (D): **MACROECONOMICS**

Chairperson: Dr. Chin Mui Yin

1315-1430 Enseng	Speed of Aging in Southeast Asia and New Definition of Aging Society <i>Iwao Kato</i>
	Determinants of Corruption in the Asean-5 Countries <i>Melisa Pui Xing Lim and Mui Yin Chin</i>
	Predicting the determinants of educational loan repayment performance among malaysian graduates: Hyperbolic discounting approach <i>Jane Ling Seok King, Rayenda Khresna Brahmana, Puah Chin Hong</i>
	Assessing Fiscal Sustainability in Malaysia <i>Alvina Lee Syn-Yee and Evan Lau</i>

Session 1 (E): **HOSPITALITY AND TOURISM**

Chairperson: Dr. Pariwat Somnuek

1315-1430 Berjaya	Factors affecting business performance among local industry players in ecotourism industry Sarawak Malaysia: A conceptual paper <i>Kim Mee Chong, Tze Horng Tan, May Chiun Lo, Abang Azlan Mohamad</i>
	Development Of Transboundary Tourism Network In Ban Khok Muang (Thailand) And Banteay Chhmar (Cambodia) <i>Pariwat Somnuek</i>
	Relationship Between Motivation and Sustainability Among Homestay Entrepreneurs <i>Zaleha Mohamad, Wan Nurul Aina Wan Bukhari, Isma Rosila Ismail, Yusnita Yusof, Azizul Yadi Yaakop and Shaladdin Muda</i>
	Non-Visitors' Attitude Towards Kubah National Park's Attributes, Roles and Functions <i>Nor Afiza Abu Bakar, Dayang Affizzah Awang Marikan, Salbiah Edman and Muhammad Ashraf Roszopor</i>

Session 1 (F): **DIGITAL ECONOMY AND BUSINESS**

Chairperson: Dr. Norlina Mohamed Noor

1315-1430 Selasih	Investigating the Impact of Social Media Activeness and Mastery on e-Marketing on Students' Entrepreneurial Interest <i>Tusyanah Tusyanah, Heri Yanto, Risma Nur Anissa and Ashomatul Fadlilah</i>
	The Interactional Effect Of E-Servicescape On Emotion, Trust And Purchase Intention : A Sor Model <i>Nuri Purwanto, Yuniap Mujati Suaidah and Arianto Duddy Prasetyo</i>
	Factors Affecting Adoption of Mobile Banking Services: Evidence from Sarawak <i>Kelvin Lee Yong Ming and Mohamad bin Jais</i>
	Impact Of Perceived Usefulness, Perceived Ease Of Use And Behavioral Intention In Using Whatsapp Towards Job Performance <i>Nor Hayati Kassim, Norlina Mohamed Noor, Jati Kasuma and Juliza Saleh</i>

Session 2 (A): SPECIAL ISSUES IN ACCOUNTING

Chairperson: Dr. Hilda Rossieta

1430 – 1545 Ballroom 1	Company Characteristics Associated with The Adoption and Maintenance of Executive Stock Option Plan <i>Nur Fadjrih Asyik</i>
	Audit learning method for generation Z: Is the use of brainstorming about causes and impacts of fraud able to increase the accuracy of risk assessment of material misstatement? <i>R Nelly Nur Apandi, Hilda Rossieta, Fitriany, Ludovicus Sensi Wondabio</i>
	Accountability For Probity And Legality, Board Diversity And Financial Sustainability In Charities: A Malaysian Perspective <i>Sharon Cheuk, Lian Kee Phua, A.K Siti-Nabiha, Esmie O. Nichol and Michael Tinggi</i>
	An Evaluation Of The Role Of Supreme Audit Institutions In Reduce Of Audit Failure To Promote Economic Development – The Case Of The Federal Board Of Supreme Audit Of Iraq <i>Waleed Khalid Salih, Mustafa S Almajdob and Dayang Affizah Awang Marikan</i>

Session 2 (B): CONSUMER BEHAVIOUR

Chairperson: Dr. Shiet Ching Wong

1430 – 1545 Ballroom 2	What Drives Students' Loyalty in a University: An Empirical Study from Indonesia <i>Risma Nur Anissa and Rediana Setiyani</i>
	A Study on the Relationship of Personality Trait and University Brand Loyalty: The Role of Brand Personality <i>Arlena Suk Fun Chiam, Shiet Ching Wong and Ai Ni Teoh</i>
	Customer Loyalty Towards Malaysia Airlines among Government Staff <i>Fadilah Siali, Ng Sally and Azuriaty Atang</i>

Session 2 (C): HUMAN RESOURCE AND MANAGEMENT

Chairperson: A.P Dr Law Siong Hook

1430 – 1545 Kenyalang	The Job Demands-Resources Model On Employee Deviance of Emergency Services Personnel: A Proposed Framework <i>Leong Weng, Lee and Muhammad Madi bin Abdullah</i>
	Perceived Authentic Leadership, Employee Well-Being And Job Satisfaction <i>Koon Vui-Yee and Ho Tsu-Sin</i>
	Ethical Climate, Job Pressure, And Counterproductive Work Behaviour: The Mediating Role Of Neutralization <i>Michael Olalekan Adeoti and Kabiru Maitama Kura</i>

Session 2 (D): MARKETING
Chairperson: Dr. Jee Teck-Weng

1430 – 1545 Enseng	China Made Smartphones Purchase Intention: Developing Country Perspective <i>Teck-Weng, Jee, Lai-Soon Wong and Peter a/l, Yacob</i>
	Determinants of Social and Personal Factors On Purchase Intention Towards Counterfeit Products <i>Norlina Mohamed Noor, Mohd Azizee Jemari, Jati Kasuma, Maimunah Mohd Shah and Rumaizah Binti Che Md Nor</i>
	Location Moderating Price and Brand Loyalty Towards Purchase Decision <i>Hening Widi Oetomo, Imam Hidayat and Budhi Satrio</i>
	Effect of leadership styles on motivation and performance of HSE employee of oil and gas industri in East Kalimantan <i>Gatot Soebroto, Hening Widi Oetomo</i>

Session 2 (E): PRODUCTIVITY AND QUALITY
Chairperson: Dr. Dayang Affizah Awang Marikan

1430 – 1545 Berjaya	Hospitality Management in Hospital: An Effort of Enhancing Nursing Service Quality Use Quality Function Deployment Method in Muhammadiyah Hospital Tuban East Java <i>Sunaryadi and Hening Widi Oetomo</i>
	A Pursuit of Sustainable Performance in Business Organization Using Quality Practices and Existing Excellence Models <i>Muslim Diekola Akanmu Ahmad Yusni Bahaudin and Mohamad Ghazali Hassan</i>
	Role of Nutrition On Farmer's Productivity <i>Hui Wei You, Azra Tilai and Rayenda Brahmana</i>
	Technical Efficiency Analysis of Terubok Fisheries in Malaysia <i>Ashraf Roszopor, Dayang Affizah Awang Marikan, Amin Mahir Abdullah, Ismail Abd Latif and Nor Afiza Abu Bakar</i>

Session 2 (F): ENTREPRENEURSHIP
Chairperson: Thyophoida W.S. Panjaitan

1430 – 1545 Selasih	Motivation, Economic Empowerment, Self Efficacy And Women Entrepreneurs Performance <i>Norizan Jaafar, Rossazana Abdul Rahim and Tan Qi Tong</i>
	Village Owned Enterprises Role of Entrepreneurial Growth <i>Warti'ah and Thyophoida W.S. Panjaitan</i>
	Entrepreneiurship And School Culture Of Mandiri Entrepreneur Center Indonesia <i>Yusuf</i>
	Exploring The Effects Of Entrepreneurship Empowerment Skills Towards Juvenile Behavioural Change In Nigeria <i>Sharizal bin Hashim and Bilyaminu Usman</i>

Session 3 (A): SPECIAL ISSUES IN ECONOMICS Chairperson: Dr. Puah Chin Hong	
1600-1700 Ballroom 1	Role of Financial Sector Development in the Remittances and Economic Growth Nexus in the Indian Subcontinent: An Empirical Study <i>T.K. Jayaraman and Evan Lau</i>
	Socioeconomic Development and Composite Risk Factor of Non-communicable Diseases (NCDs): The Case of Malaysia <i>Grace Chee-Yao, Lee, Shirley Siew-Ling, Wong, Xin-Shern, Khor, Keng-Sheng, Chew, and Chin-Hong, Puah</i>
	Vertical Intra-Industry Trade and Economic Size: Evidence from Panel Var for the Case of Malaysia <i>Mui-Yin Chin, Sheue- Li Ong, Chew-Keong Wai and Chin- Hong Puah</i>
Session 3 (B): BUSINESS AND SOCIETY Chairperson: Dr. Parveen Kaur	
1600-1700 Ballroom 2	Illegal Wildlife Trade: Indonesian Turtle Egg Traders in Kalimantan-Sarawak Border <i>Parveen Kaur, Nurul Nadzatul Farah Mohd Khairi</i>
	The Meanings Of Local Wisdom "Tumbuk Padi" For The Kampung Naga Community <i>Jarot Tri Bowo Santoso, Wahjoedi, Budi Eko Soetjipto and Sri Umi Mintarti Widjaja</i>
	Determinant of multidimensional poverty index of Niger state, Nigeria <i>Musa Mohammed, Rossazana Ab-Rahim, Norizan Jaafar (Universiti Malaysia Sarawak)</i>
Session 3 (C): MANAGEMENT STUDIES Chairperson: Dr. Jakaria Dasan	
1600-1700 Kenyalang	Political connections affect firm performance – Evidence from oil and gas company <i>Nur Farrahanie bt Ahmad Tarmizi, Rayenda Khresna Brahmana, Akmal Hisham bin Tak</i>
	Corporate governance, nonperforming loan and profitability – Case study at cooperatives institutions in Indonesia <i>Muhammad Khafid, Indah Anisykurlillah, Fachrurrozie, Hasan Mukhibad</i>
	Headache of Costly Turnover in Malaysian Star-Rated Hotels <i>Jakaria Dasan, Jennifer Chan Kim Lian and Sharija Che Shaari</i>
	Bank Efficiency And Performance: The Moderating Role Of Ownership Identity In African Banking <i>Ladime Jonas, Rayenda Khresna Brahmana and Chin-Hong Puah</i>
	Effect of work load and job stress on employee performance at tax consultant office Lucky Kartanto and partners in Sidoarjo <i>Lucky Kartanto</i>

Session 3 (D): ORGANIZATIONAL BEHAVIOUR

Chairperson: Nur Constance Wah

1600-1700 Enseng	Organizational justice and employee deviance among emergency services personnel in Malaysia <i>Lee Leong Weng, Muhammad Madi bin Abdullah</i>
	The mediating effect of tacit knowledge sharing in predicting innovative behaviour from tie strength in a Malaysian public teaching hospital <i>Nur Constance Wah, Dahlia Zawawi, Jalina Karim, Ilham Sentosa</i>
	An evaluation of employee administration information system (eais) using the Information System Success Model (ISSM) <i>S Martono, Ahmad Nurkhin, Kardoyo</i>
	Effect of co-workers, promotion, compensation, job characteristics, and working conditions on employee work satisfaction of Wilwatikta college of arts <i>Arif Rofiq, Hening Widi Oetomo</i>

Session 3 (E): STRATEGIC MARKETING

Chairperson: Dr. Mahani Mohammad Abdu Shakur

1600-1700 Berjaya	Antecedents of brand hate <i>Sharizal Hashim, Sheraz Ahmed</i>
	Brand management in Small and Medium Enterprises (SMEs) operating in the Business-to-Business (B2B) industry <i>Samira Raki, Mahani Mohammad Abdu Shakur, Mohd Uzairi Ahmad Hajazi, Mohd Naim Kamaruzaman and Siti Aisyah Ya'kob (Universiti Malaysia Sarawak)</i>
	Does perceived quality and self-esteem influence women buying their branded make up? <i>Shahira Shahina Mobil, Jati Kasuma, Mohd Amirul Adenan, Nur Asma Mokhtar, Nelson Lajuni</i>

Session 3 (F): HOSPITALITY AND TOURISM

Chairperson: Dr. Tini Maizura Mohtar

1600-1700 Selasih	Tourism business preparedness and resilience to crisis: A small vessel cruising rough sea <i>Tini Maizura Mohtar, Noor Fzlinda Fabeil, Arif @ Kamisan Pusiran, Kamarul Mizal Marzuki, Yuzainy Janin</i>
	Analysing supply and demand in event tourism: A contemplation <i>Sally Ann Yap Yu Ing, Norazirah Ayob, Chin-Hong Puah</i>
	Examining the hard and soft measures of tourism components on sustainable development of rural tourism destination competitiveness: A conceptual framework <i>Chee-hua Chin, May-Chiun Lo, Abang Azlan Mohamad</i>
	Identifying the Tourism Opportunities and Tourism Development at Rural Areas with Tourism village Strategy <i>Ashomatul Fadlilah, Tusyanah, Ade Rustiana, Fentya Dyah Rahmawati, and Risma Nur Anissa</i>

Day 2: 5th OCTOBER (Friday)

Session 4 (A): CORPORATE GOVERNANCE

Chairperson: Dr. Sylvia Veronica Siregar

1045 – 1200 Ballroom 1	The effect of audit committee characteristics on forward-looking disclosure <i>Mohamad Rifai, Sylvia Veronica Siregar</i>
	The effect of managerial ability and family ownership on accrual and real earnings management <i>Alyxia Sukmaadi Handono, Sylvia Veronica Siregar</i>
	The Effect Of Company Size, Profitability And Leverage On Dividend Policy Of Food And Beverage Company Listed In Indonesia Stock Exchange In 2012-2016 <i>Chasan Azari and Hening Widi Oetomo</i>
	Managerial Ownership and Enterprise Risk Management Disclosure: Insight from Indonesia <i>Maria Kontesa and Lisan</i>

Session 4 (B): ISLAMIC FINANCE

Chairperson: A.P. Akmal Hisham Bin Tak

1045 – 1200 Ballroom 2	Crowdfunding as source of raising “waqf” fund to enhance economic participation of the ummah <i>Hamrila Abdul Latif, Akmal Hisham bin Tak</i>
	The impact of Sharia supervisory board on Islamic bank soundness: Does political systems matters? <i>Siti Khomsatun, Hilda Rossieta, Fitriany, Mustafa Edwin Nasution</i>
	Islamic financial products/services and its intention to use <i>Nelson Lajuni, Jati Kasuma, Yusman Yacob, Nur Fadiyah Rahmat, Sharon Wilfred</i>
	Audit Quality, Audit Market Concentration and ISA 600 <i>Fitriany, Viska Anggraita and Aria Farah Mita</i>

Session 4 (C): BUSINESS AND SOCIETY

Chairperson: A.P. Dr. Rohaya Mohd Nor

1045 – 1200 Kenyalang	Nature or nurture? Entrepreneurs twofold assessment in corporate effectiveness <i>Muhammad Adamu, Mahani Mohammad Abdu Shakur</i>
	A qualitative approach to the study of factors that influence chinese firms to invest in Malaysia <i>Rohaya Mohd-Nor, Cao Yin</i>
	The Problem of Youth Homelessness in Malaysia: Determinants, Need Assessment and Solutions <i>Parveen Kaur, Koh Hooi Ming</i>
	Effect of Investment Rate as Proxy Representation on Human Resource Role Toward Bureaucracy in Boosting Economic Growth in East Java <i>Suli Da'im and Hening Widi Oetomo</i>

Session 4 (D): SOCIO-ECONOMIC ISSUES

Chairperson: A.P. Dr. Rossazana Ab. Rahim

1045 – 1200 Enseng	Social impact of microfinance on poverty reduction <i>Saif-Ul-Mujahid Shah, Rossazana Ab-Rahim, Samira Raki, Waqas-Ul-Mujahid Shah</i>
	Assessing the Impact of Socio-Economic, Built-Environment and Psychological Factors on Travel Behaviour: Some Evidence from Sarawak Urban Households <i>Nur Zaimah Ubaidillah</i>
	The role of social capital in enhancing the performance of BUMDes and community entrepreneurship <i>Hasan Ubaidillah, Hening Widi Oetomo</i>
	The impacts of government expenditure on poverty alleviation in Arab Spring Countries <i>Mustafa S Almajdob, Dayang Affizah Awang Marikan</i>

Session 4 (E): SPECIAL ISSUES IN MARKETING

Chairperson: Dr. Desi Adhariani

1045 – 1200 Berjaya	Indonesian Hajj satisfaction dimensions <i>Sulistyo Utomo</i>
	The sustainability of ecotourism industry: Towards a conceptualisation of entrepreneurial competencies <i>Tze Horng Tan, Kim Mee Chong, May Chiun Lo, Abang Azlan Mohamad</i>
	Asean economic community and the management accounting profession in indonesia: Quo vadis? <i>Desi Adhariani</i>

Session 4 (F): ECONOMICS AND FINANCE

Chairperson: Dr. Josephine Yau Tan Hwang

1045 – 1200 Selasih	Executives Compensation in China: Governance and Control <i>Josephine Yau Tan Hwang, Jerome Kueh Swee Hui, Audy Liwan, Rosita binti Hamdan and Xiong Fan</i>
	Does Complexity Matter? Evidence from Public Procurement of Indonesian Local Government <i>Anda Dwiharyadi, Hilda Rossieta, Chaerul D Djakman and Bambang Pamungkas</i>
	Local Government Spending and Financial Performance: Moderating Role of Political Dynasty <i>Hidayah Asfaro Saragih and Dyah Setyaningrum</i>
	Understanding Issues of Affordable Housing in Malaysia to Attract Investment: An Explatory Investigation <i>Mohd Arif Mohd Daud, Saiful Azhar Rosli and Zulkarnain Muhamad Sori</i>

Session 5 (A): CORPORATE FINANCE
Chairperson: Achmad Rifky Fauzi

1415 – 1515 Ballroom 1	Effect of Capital Structure On Tax Planning: Insight from Indonesia Listed Companies <i>Maria Kontesa and Cinthya Grahita</i>
	Analysis of Good Corporate Governance Implementation in Startup Company: Case Study on PT Kioson Komersial Indonesia TBK <i>Achmad Rifky Fauzi and Ratna Wardhani</i>
	Leveraging of business growth strategies for superior firm performance in the Malaysian property sector <i>Kartinah Ayupp, Daw Tin Hla, Mohd Waliuddin Mohd Razali</i>
	Earnings Management and Audit Service Costs in Five ASEAN Countries <i>Anggun Dewinta and Aria Farah Mita</i>

Session 5 (B): ACCOUNTING AND FINANCE
Chairperson: Dr. Ratna Wardhani

1415 – 1515 Ballroom 2	Effects of Capital Structure on the Performance of Commercial Banks in Nigeria <i>Akindele Jamiu Adenivi, Asri Marsidi and Adedeji Samuel Babatunji</i>
	IFRS Adoption in ASEAN Countries: Is Location of the Earnings Presentation Matters for Investors? <i>Aria Farah Mita, Veronica, Viskan Anggraita and Fitriany</i>
	Tax Incentive, CSR and Tax Avoidance: Evidence from Indonesia <i>Wira Vidia and Ratna Wardhani</i>

Session 5 (C): DEVELOPMENT ECONOMICS
Chairperson: Dr. Muhammad Asraf Abdullah

1415 – 1515 Kenyalang	A Dynamic Relationship between CO2 Emission, Energy Subsidy and Output in Malaysia <i>Dzul Hadzwan Husaini, Rossazana A-Rahim, Dayang Affizah Awang Marikan and Hooi Hooi Lean</i>
	The Influence of Transport Investment on Total Factor Productivity <i>Nur Syiqim Mohd Syafiq Felix and Muhammad Asraf Abdullah</i>
	Transition to Low Carbon Economy through Carbon Dioxide Emission Reduction in Power Generation Sector in Malaysia <i>Audrey Liwan, Mohd Khairul Hisyam Hassan, Jerome Kueh Swee Hui, Rosita Hamdan, Josephine Yau Tan Hwang and Candice Kok</i>
	The Scope and Role of Eco-Labeling to Promote Environmentally Sustainable Consumption Behavior: A Literature Review <i>Khan Md Raziuddin Taufique, Samuel Adeyinka-Ojo and Shamsul Kamairah Abdullah</i>

Session 5 (D): **BUSINESS AND SOCIETY**
Chairperson: Dr. Mohd Khairul Hisyam bin Hassan

1415 – 1515 Enseng	Political Dynasties and the Moderating Role of Good Public Governance <i>Dyah Setyaningrum and Hidayah Asfaro Saragih</i>
	Big Data and the Art of Forecasting 2018 General Election Results in Malaysia <i>Mohd Khairul Hisyam bin Hassan and Akmal Hisham bin Tak</i>
	The Influence of Market Orientation on Organizational Performance Mediated by Organizational Innovation (On The Users of Pt Terminal Teluk Lamong Surabaya Services) <i>Arianto Duddy Prasetyo and Nuri Purwanto</i>

Session 5 (E): **MACROECONOMICS**
Chairperson: Dr. Leong Choi Meng

1415 – 1515 Berjaya	Pattern and Determinants of Intra-Industry Trade Between Asean-5 and United States <i>Hor-Wai Lim and Mui-Yin Chin</i>
	The Effect of Human Development Index (HDI) and Gross Regional Domestic Product (GRDP) to the Number of Poor Population in East Java Province <i>Ir Endang Sulastrri</i>
	Asymmetric Effects of Exchange Rate Changes on the Demand for Divisia Money in Malaysia <i>Leong Choi Meng and Puah Chin Hong</i>

Session 6 (A): **MACROECONOMICS**
Chairperson: Dr. Jerome Kueh Swee Hui

1515 – 1600 Ballroom 1	The East Java provincial government strategies to attract Foreign Direct Investment (FDI) with an empirical study <i>Firtian Judiswandarta</i>
	Macroeconomic determinants of FDI inflows in Cambodia, Laos, Myanmar and Vietnam <i>Soo Xin Lin, Jerome Kueh and Josephine Yau</i>
	Is BRI of China a stimulus to Malaysian economy? <i>You Hui Li, Goh Han Hwa, and Tan Kim Leng</i>

Session 6 (B): DIGITAL ECONOMY AND BUSINESS

Chairperson: Dr. Jasman Tuyon

1515 – 1600 Ballroom 2	Puzzling Bitcoin Price Behaviour: Fundamental Determinant in Quantile Regression Perspective <i>Jasman Tuyon and Zamri Ahmad</i>
	Digital development and economic growth in Malaysia: Applying response surfaces for critical bounds of cointegration test <i>Jarita Duasa, Rozita Zainal Abidin</i>
	Challenges facing online small-scale businesses in Borneo community <i>Akeem Olowolayemo, Diyana Dhamira Roslan, Amalia Madihie, Rodilyn Jalapadan Delgado</i>

Session 6 (C): MANAGEMENT STUDIES

Chairperson: Audrey Liwan

1515 – 1600 Kenyalang	A Modertaing Impact of ISO 14001 Certified Firms on Reverse Logistics Implementation: Analyis of a Second-Order Model <i>Yudi Fernando, Muhammad Shabir Shaharudin, Hasnah Harun, Noorzihan Abd Karim and Yuvaraj Ganesan</i>
	A Mediating Model of Resource Commitment, Reverse Logistics and Financial Performance: Importance-Performance Map Analysis <i>Yudi Fernando, Muhammad Shabir Shaharudin, Ishak Ismail, Yew Shu Qi and Yuvaraj Ganesan</i>
	The Impact of Perceived Supervisor Support, Perceived Organizational Support, and Learning Opportunities of Millenials Work Engagement in State Owned Bank <i>Yoan Odelia and Imbuh Sulistiarini</i>

Session 6 (D): STRATEGIC MANAGEMENT

Chairperson: Dr. Hotlan Siagian

1515 – 1600 Enseng	Investigate Employees' Views on Fraud Awareness and Anti Fraud Strategy <i>Dyah Vita Astriana and Desi Adhariani</i>
	Creating a Competitive Market Structure in Malaysia through a Fair Trading Rules Leveraging on the Development of Financial Technology <i>Muhammad Hafiz bin Mohd Shukri and Akmal Hisham bin Tak</i>
	The Role of Top Management Commitment in Enhancing the Competitive Advantage through ERP Integration and Purchasing Strategy <i>Hotlan Siagian and Zeplin Jiwa Husada Tarigan</i>
	The Impact of Political Connection on Cost of Debt with Corporate Governanve as a Moderating Variable: Evidence from Indonesia <i>Ratna Emilia and Ratna Wardhani</i>

Session 6 (E): BUSINESS AND SOCIETY

Chairperson: Dr. I Wayan Damayana

1515 – 1600 Berjaya	Intercultural Communication in Malaysia: Tourism Perspective <i>Isma Rosila Ismail, Roswati Abd Rashid. Khatijah Omar and Zaleha Mohamad</i>
	Paper to Burn, Afterlife Riches <i>Parveen Kaur, Lim Kai Syn, Khartiga A/P Parseraman, Hee Kai Qi and Shirleyann Michelle Anak Kumbang</i>
	A Constructive Model for Militancy Empowerment of Community Social Organization to Establish National Integration and Social Harmony in the Development of Sivil Society <i>I Wayan Damayana and Dr I Wayan Ruspendi Junaedi</i>

Session 6 (F): BANKING AND FINANCE

Chairperson: Dr. Samuel Adeyinka-Ojo

1515 – 1600 Selasih	A relationship-based approach towards the construction of a rural tourism destination brand framework <i>Samuel Adeyinka-Ojo, Catheryn Khoo-Lattimore and Vikneswaran Nair</i>
	Effects Of Current Ratio And Debt-To-Equity Ratio On Return On Asset And Return On Equity <i>Lusy, Thyophoida W.S. Panjaitan, F.X. Soegeng and Maria Widyastuti</i>
	Insights into qualitative data analysis techniques in tourism destination branding case studies research <i>Samuel Adeyinka-Ojo, Shamsul Kamairah Abdullah</i>
	Audit committee's effectiveness, board of commissioners' composition and the selection of external auditors: Evidence from Indonesia <i>Vania Rebecca, Desi Adhariani</i>

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ABSTRACTS

8th iBBC DIGINOMICS: PROMISE & PERIL

#8thibbc2018

Session 1 (A): ACCOUNTING AND FINANCE

Date : 4th October 2018
Time : 1315 -1430
Venue : Ballroom 1

TAX PLANNING AND FIRM VALUE: EVIDENCE FROM MALAYSIA

Mohd Waliuddin Mohd Razali, Siti Shahfina Ghazali, Janifer anak Lunyai and Josephine Yau Tan Hwang (Universiti Malaysia Sarawak)

The main objective of this study is to determine the impact of tax planning on firm value of firms listed in Bursa Malaysia. Tax planning proxies in this study are the Effective Tax Rate (ETR) and Book Tax Differences (BTDs). The 387 samples data were collected from the Data Stream from period of 2014 to 2016. After controlling the firm size, leverage, asset tangibility, firm age and dividend, the regression results show that ETR has a significant and positive relationship with firm value while BTDs has insignificant negative relationship with firm value. Firms with less tax planning activities may signal investors that the firm is more transparent in publishing their financial information. Most of our control variables such as leverage, asset tangibility, firm age and dividend have negative relationship with firm value. This study suggests that ETR proxy is suitable to determine firm value rather than BTDs. For future research, this study can be expanded by using more sample size from a longer time frame of research.

THE INFLUENCE OF OBEDIENCE PRESSURE, AUDITOR EXPERIENCE AND GENDER ON THE AUDIT JUDGMENT WITH TASK COMPLEXITY AS INTERVENING VARIABLE ON THE AUDITORS WHO WORKED AT PUBLIC ACCOUNTANT FIRM IN SURAKARTA AND YOGYAKARTA

Endang Purwaningsih (STIESIA, Indonesia)

The purpose of this study is to examine the effect of obedience pressure, auditor experience and gender, as well as task complexity on the audit judgment made by the auditor. In this study, there are seven hypotheses which the three independent variables namely obedience pressure, auditor experience and gender, examined its effect to the audit judgment with task complexity as intervening variable. The contribution of this research on science is to explain the factors that affect on the audit judgment, such as obedience pressure, auditor experience and gender, as well as task complexity of an auditor. This study taking sample on the auditor who worked at Public Accountant Firm (PAF) in the region of Surakarta and Yogyakarta. Research conducted by submitting questionnaire directly to the respondents that included in the sample of the research's criteria. Hypothesis tested using multiple regression analysis and intervening variable tested with IRA (Intervening Regression Analysis). The results showed that the obedience pressure, auditor experience and gender significantly partially influence the audit judgment made by the auditor. The task complexity as intervening variable also strengthens the influence of the obedience pressure, auditor experience and gender on the audit judgment.

FEMALE CEOS AND CORPORATE INNOVATION

Ronny Prabowo (Universitas Kristen Satya Wacana, Indonesia) and **Doddy Setiawan** (Universitas Sebelas Maret, Indonesia)

This research investigates the effect of female CEOs on corporate innovation using Indonesian companies. More specifically, this paper aims to answer the following research questions. First, do firms led by female CEOs innovate more or less than firms led by male CEOs? Second, does firm size positively moderate the effect of CEO gender on corporate innovation? Our research questions imply that female CEOs' innovative performance likely depends on the size of their firms. To answer these questions, we use the data from the latest version of the World Bank Indonesia Enterprise Survey that was held in 2015. This latest edition of the survey asked a series of questions regarding corporate innovation. Also, the survey indicated whether a female CEO leads the firm being surveyed. The data enable we to analyze whether firms led by female CEOs innovate more. We have shown that female CEOs exhibit greater probability that their firms being innovators. Further, firm size increases the positive effect of female CEOs on firms' probability of engaging in innovation activities. Further, we also find that when female CEOs manage women-owned firms, their firms are more likely to engage in innovation activities.

EFFECTS OF LOAN-TO-DEPOSIT RATIO (LDR), NON-PERFORMING LOAN (NPL) AND NET INTEREST MARGIN (NIM) ON RETURN ON ASSETS (ROA) AS MODERATED BY AUTOMATIC TELLER MACHINES (ATMs)

F.X. Soegeng (STIESIA, Surabaya), **Lusy, V. Ratna Inggawati** (Darma Cendika Catholic University, Indonesia) and **Hening Widi Oetomo** (STIESIA, Surabaya, Indonesia)

Innovations by the banking sector on the basis of information technology have tremendous impacts of efficiency and effectiveness. One of them is electronic banking products, such as ATMs (automatic teller machines). The purpose of the present study was to examine the effects of loan-to-deposit ratio (LDR), non-performing loan (NPL) and net interest margin (NIM) on return on assets (ROA), and ATMs as the moderating variable of loan-to-deposit ratio, non-performing loan, and net interest margin on return on assets in banks listed on the Indonesia Stock Exchange (ISX) from 2010 to 2017. Samples were taken by using the purposive sampling technique. Data were analyzed by using the multiple linear regression with SPSS 24. Results showed that loan-to-deposit ratio, non-performing loan, and net interest margin accounted for return on assets. Furthermore, loan-to-deposit ratio had a significant negative effect on return on assets; non-performing loan had a significant negative effect on return on assets; net interest margin had a significant positive effect on return on assets; and ATM did not moderate the effect of loan-to-deposit ratio, non-performing loan, and net interest margin on return on assets.

Session 1 (B): BANKING AND FINANCE

Date : 4th October 2018
Time : 1315 -1430
Venue : Ballroom 2

CORPORATE SOCIAL RESPONSIBILITY AND EARNINGS QUALITY (A STUDY ON COMPANIES LISTED ON SRI KEHATI-INDEX)

Erwin Saraswati, Endang Mardiaty and Diana Rachmawati (Universitas Brawijaya, Indonesia)

This research aims to determine the influence of CSR disclosure on earnings quality. Earnings quality in this research is measured by the accrual quality, earnings persistence, and smoothness. This research uses accrual volatility and company size as control variables. The samples come from 11 companies listed on Sri-Kehati Index, observed from 2011 to 2015. The research result shows that CSR can increase the accrual quality and smoothness. In other words, CSR results in better earnings quality. This is consistent with the research of Hong and Andersen (2011), which finds that companies performing good CSR activities have high accrual quality and avoid opportunistic earnings management. However, CSR does not have any influence on earnings persistence, since CSR disclosure is voluntary.

THE DETERMINANTS OF CAPITAL STRUCTURE OF MALAYSIAN CONSTRUCTION COMPANIES PRE- AND POST-FINANCIAL CRISES

M.H. YAHYA (Universiti Putra Malaysia), **M. HAFIZ ALI** (Universiti Teknologi Mara, Rembau, Negeri Sembilan) and **W. CHOO** (Universiti Putra Malaysia)

This study examines the effects of company-specific variables on the capital structure of construction companies that are listed in the Malaysian stock market (Bursa Malaysia) pre- and post-financial crises. The sample was drawn from the list of construction companies listed in Bursa Malaysia. A total of 38 companies were selected to be studied. The financial data was collected for 2 separate periods; a) 2005 to 2007, which represents period before the subprime financial crises and b) 2008 to 2012, which represents the period after the subprime financial crisis. Five variables, namely, a) company size, b) profitability ratio, c) growth ratio, d) asset tangibility ratio, and e) liquidity ratio are analyzed in determining their relationship with capital structure. This study finds that the determinants of capital structure prior to the financial crisis are in line with the pecking order theory. These five variables have a significant relationship with capital structure. However, the relationship is statistically insignificant post-financial crisis.

THE DETERMINANTS OF IDIOSYNCRATIC VOLATILITY IN INDONESIA BANKING INDUSTRIES

Amrie Firmansyah (Polytechnic of State Finance STAN, Indonesia), **Pardomuan Sihombing** (Mercubuana University, Indonesia) and **Sri Yani Kusumastuti** (Trisakti University, Indonesia)

This study is aimed to examine determinants of idiosyncratic volatility in Indonesia Banking Industries. This study uses firm fundamentals, institutional ownership, interest rates as determinants of idiosyncratic volatility. The firm fundamentals of this study are represented by firm size, profitability, operating performances, dividend policy and price to earnings ratio. The institutional ownership represents the ownership of the company's shares by the financial companies. Meanwhile, the interest rates are represented by 3-month bank deposit rates for one year. Furthermore, idiosyncratic volatility represents a specific risk to the firm or systematic risk.

The research method uses the quantitative approach with secondary data. Hypothesis testing is conducted by panel data regression analysis. The population used in this study is banking companies listed on the Indonesia Stock Exchange. By using purposive sampling method, the company selected some 24 banking sector companies with observation time for five years so that the total sample in this research amounted to 120 firm-years. The results of the study suggest that firm size has a positive effect on idiosyncratic volatility. Meanwhile, profitability, operating performance, price earnings ratio and institutional ownership negatively affect idiosyncratic volatility. Furthermore, dividend policy and interest rates do not affect idiosyncratic volatility.

Session 1 (C): TECHNOLOGY MANAGEMENT

Date : 4th October 2018
Time : 1315 -1430
Venue : Kenyalang

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AS A PREDICTOR TO ORGANIZATION'S PROFITABILITY: EMPIRICAL STUDY IN TELECOMMUNICATION COMPANY IN SABAH.

Helmina Thomas, Stephen Laison Sondoh Jr, Dean Nelson Mojolou (University Malaysia Sabah), and **Geoffrey Harvey Tanakinjal** (University Malaysia Sabah, Labuan)

Customer relationship management (CRM) is an important tool that can resulted organizational profitability. CRM system plays an important role as well to maintain and enhancing the good relationship of customers through utilizing supporting information technology. The implementation of technology in CRM somehow helps to improve organization performance but there are barriers such as lack of skills and knowledge which become the challenge for the adoption. The lack of CRM initiatives by any organization nowadays in Sabah will affect their organization performance since the competitions in market are very high. The study has conceptualized the CRM as multidimensional constructs

THE DETERMINANTS OF IDIOSYNCRATIC VOLATILITY IN INDONESIA BANKING INDUSTRIES

Amrie Firmansyah (Polytechnic of State Finance STAN, Indonesia), **Pardomuan Sihombing** (Mercubuana University, Indonesia) and **Sri Yani Kusumastuti** (Trisakti University, Indonesia)

This study is aimed to examine determinants of idiosyncratic volatility in Indonesia Banking Industries. This study uses firm fundamentals, institutional ownership, interest rates as determinants of idiosyncratic volatility. The firm fundamentals of this study are represented by firm size, profitability, operating performances, dividend policy and price to earnings ratio. The institutional ownership represents the ownership of the company's shares by the financial companies. Meanwhile, the interest rates are represented by 3-month bank deposit rates for one year. Furthermore, idiosyncratic volatility represents a specific risk to the firm or systematic risk.

The research method uses the quantitative approach with secondary data. Hypothesis testing is conducted by panel data regression analysis. The population used in this study is banking companies listed on the Indonesia Stock Exchange. By using purposive sampling method, the company selected some 24 banking sector companies with observation time for five years so that the total sample in this research amounted to 120 firm-years. The results of the study suggest that firm size has a positive effect on idiosyncratic volatility. Meanwhile, profitability, operating performance, price earnings ratio and institutional ownership negatively affect idiosyncratic volatility. Furthermore, dividend policy and interest rates do not affect idiosyncratic volatility.

Session 1 (C): TECHNOLOGY MANAGEMENT

Date : 4th October 2018
Time : 1315 -1430
Venue : Kenyalang

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THE INFLUENCE OF INFORMATION SHARING LINKAGES ON BUSINESS PERFORMANCE: EVIDENCE FROM MICRO AND SMALL ENTERPRISES IN SARAWAK

Siti Aisyah Ya'kob, Mohd Uzairi Ahmad Hajazi, Sharizal Hashim and Nor Afiza Abu Bakar (Universiti Malaysia Sarawak)

This paper investigates the relationship between information sharing linkages (i.e. customer linkage, supplier linkage and internal linkage) and micro and small business performance in Sarawak, Malaysia. The empirical results reveal that customer linkage and supplier linkage have positively influenced business performance meanwhile internal linkage has negatively influenced business performance. Due to the challenge of approaching business owners and managers of medium-sized enterprises, the responses are recorded only from micro and small businesses. This leads us to conclude that the findings can help small and medium enterprises, researchers and academicians to better understand on the importance of information sharing linkages that affect business performance. Additionally, the findings provide evidence on the ability of the enterprises to utilize the information sharing linkage as a resource to improve business performance.

Session 1 (D): MACROECONOMICS

Date	:	4 th October 2018
Time	:	1315 -1430
Venue	:	Enseng

SPEED OF AGING IN SOUTHEAST ASIA AND NEW DEFINITION OF AGING SOCIETY

Iwao Kato (Wako University, Japan)

This paper reviews the future 'aging society' in Southeast Asia. People in this region at the present time, seem not to have any opportunity to study on the future aging phenomenon. However, their local communities, towns, cities and whole nation are expected to be socially aging in the near future. And its progress would be faster than the advanced countries' experiences. Under this circumstance, people in the region had better begin to learn about the definition of aging society. The basic definition of social aging was invented by United Nations more than half century ago. This conceptual definition has three criteria, Aging Society, Aged Society and Super Aged Society, depending on percentage of elderly in the total population. The definition itself had not been changed for the last half century. However, in the next half century the much wider demographic changes occur in Southeast Asia. Therefore, this paper suggests to use the three upper-level criteria of aging society newly created by Kato (2018), to identify the future aging in the region more precisely. Those recently born three criteria in Japan could be recognized as conceptual frameworks of the latter stages of social aging. They are named 'Latter Aging Society', 'Latter Aged Society' and 'Latter Super Aged Society'.

DETERMINANTS OF CORRUPTION IN THE ASEAN-5 COUNTRIES

Melisa Pui Xing Lim and Mui Yin Chin (Tunku Abdul Rahman University College)

The study aimed to examine the causation between trade openness and corruption using a panel model analysis by adopting a dataset for the ASEAN-5 countries (Malaysia, Thailand, Singapore, the Philippines and Indonesia) over the period of 2002 ~ 2015. The result of this study would be able to make a better suggestion on whether the trade openness that changes the level of corruption or vice-versa in ASEAN-5 countries. Besides, the study also aimed to determine the significant determinants of corruption. Findings suggest that only the rule of law and trade openness are having significant impact on corruption level in ASEAN-5 countries. By identifying such determinants, policy makers and respective ASEAN-5 countries' anti-corruption institutions would be able to formulate effective policies and efforts to hamper corruption.

PREDICTING THE DETERMINANTS OF EDUCATIONAL LOAN REPAYMENT PERFORMANCE AMONG MALAYSIAN GRADUATES: HYPERBOLIC DISCOUNTING APPROACH

Jane Ling Seok King, Rayenda Khresna Brahmana, Puah Chin Hong (Universiti Malaysia Sarawak)

Low educational loans repayments rate has been a great concern to educational loan providers when it leads to the situation where they have to put a cap on the loan amount they could disburse to future borrowers in need to finance their higher education due to most of the educational loan providers are relying on the repayments to fund future educational loans. This study aims to empirically examine the antecedents of intention to repay educational loan and adopting hyperbolic discounting as the role of moderating in investigating the relationship between intention to repay educational loan and educational loan repayments behaviour. Primary data from 391 educational loan borrowers are collected using self-administered questionnaire. The findings have showed significant positive relationships among attitude towards educational loan repayments, subjective norms and financial literacy with intention to repay educational loan. Nevertheless, the moderator, hyperbolic discounting exhibits negative relationship between intention to repay and behaviour on educational loan repayment.

ASSESSING FISCAL SUSTAINABILITY IN MALAYSIA

Alvina Lee Syn-Yee and Evan Lau (Universiti Malaysia Sarawak)

Fiscal sustainability or public finance sustainability is one of the concern in all economies. It serves as an indication of a government's ability to sustain its spending and income without threatening government solvency in the long term. This article aims to assess fiscal sustainability in Malaysia using the indicator of fiscal sustainability (IFS) developed by Croce and Juan-Ramón (2003). The findings from this study suggest that with 24 out of 30 years of the sample period under reviewed, the IFS algorithm is above the threshold of 1 indicating Malaysia was fiscally unsustainable during those period under study. Among the main actor for this scenario were the impact of economic crises in Malaysia as a result of implementation

of expansionary fiscal policy during each post-crisis. The IFS algorithm would be an indicator that can serve as a precautionary early warning measure in formulating future fiscal stance objectives. This can be executed by targeting debt ratio to maintain the IFS value within the sustainable threshold region.

Session 1 (E): HOSPITALITY AND TOURISM

Date : 4th October 2018
Time : 1315 -1430
Venue : Berjaya

FACTORS AFFECTING BUSINESS PERFORMANCE AMONG LOCAL INDUSTRY PLAYERS IN ECOTOURISM INDUSTRY SARAWAK MALAYSIA: A CONCEPTUAL PAPER

Kim Mee Chong, Tze Horng Tan, May Chiun Lo, Abang Azlan Mohamad (Universiti Malaysia Sarawak)

This conceptual paper explores the factors of the environment impact on the business performance of local industry players in ecotourism industry in Sarawak. Ecotourism is thriving in Sarawak and the government aims to further enhance its potential. The preservation of flora and fauna for the future generations and tourism sectors is important to attract tourists and sustain their interests towards Sarawak. The local industry players are vital in providing goods and services directly and indirectly to the ecotourists. Factors affecting the local industry players' business performance needed to be identified to ensure the formulation of effective plans and policies. These factors are expected to influence local industry players' economy as a whole. This paper reviews the relationship between nature environment, culture, social, economic, science and technology of the ecotourism destination towards the business performance of the local industry players in Sarawak. It offers future researchers and stakeholders greater understanding on the environment impacts towards the ecotourism destinations in Sarawak, Malaysia.

DEVELOPMENT OF TRANSBOUNDARY TOURISM NETWORK IN BAN KHOK MUANG (THAILAND) AND BANTEAY CHHMAR (CAMBODIA)

Pariwat Somnuek (Ubon Ratchathani University, Thailand)

This study aimed to identify the comparative potentials of community-based tourism (CBT) management between Ban Khok Muang and Banteay Chhmar and the development guidelines for a trans-boundary CBT network between the two communities. Qualitative research methodology, including related documents, regional surveys, interviews, and focus groups tested for content validity, was applied and 30 stakeholders were chosen by purposive sampling. Additionally, strengths-weaknesses-opportunities-threats (SWOT) analysis and content analysis were used for data analysis. The findings indicated that there were four identical resources found in the communities, natural resources, community organization and participation, management, and learning among villagers and visitors. Similar historical backgrounds, environmental contexts, CBT management, nearby locations, and self-management found in the communities could be applied to create effective CBT

communities, and there was a readiness for the extension of CBT destinations to nearby communities. In regard to development guidelines, there should be an increase in new tourism products and satisfactory services, skills of villagers, and tourism facilities and infrastructures. Public relations, including allocation support from government and private organizations, should be also determined for sustainable trans-boundary tourism.

RELATIONSHIP BETWEEN MOTIVATION AND SUSTAINABILITY AMONG HOMESTAY ENTREPRENEURS

Zaleha Mohamad, Wan Nurul Aina Wan Bukhari, Isma Rosila Ismail, Yusnita Yusof, Azizul Yadi Yaakop and Shaladdin Muda (Universiti Malaysia Terengganu)

Homestay program has a very good impact on the country's economy and tourism sector especially for the benefit of locals. The study intends to examine the relationship between sustainability and motivation of homestay entrepreneurs in the East Coast of Peninsular Malaysia. The study applied both quantitative and qualitative methods involving face-to-face interview and questionnaire instrument for data collection. 258 entrepreneur respondents took part by mean of simple random sampling method. The study reported a significant relationship between sustainability and motivation. The findings also identified that the homestay entrepreneurs in Malaysia's East Coast states were highly motivated by internal factors to involve in the homestay business, even though they were facing many challenges and problems in managing their homestay businesses. This results will be benefitted to the homestay entrepreneurs to improve and enhancing their homestay business in future. Nonetheless, collaboration and networking with government and associations are still needed to further improve the development of homestay program.

NON-VISITORS' ATTITUDE TOWARDS KUBAH NATIONAL PARK'S ATTRIBUTES, ROLES AND FUNCTIONS

Nor Afiza Abu Bakar, Dayang Affizzah Awang Marikan, Salbiah Edman and Muhammad Ashraf Roszopor (Universiti Malaysia Sarawak)

National parks are highly valuable and vital to the ecosystems for countries around the world. In Malaysia, it forms one of the ecotourism products or sites in Malaysia. The swift development and growth of ecotourism particularly in the national parks are inspired by the increased promotion from both tourism operators and the government. Managing national parks require both visitors and non-visitors' information and their attitudes towards the importance of the park's attributes, roles and functions. Hence, the purpose of this paper is to examine the importance of attributes, roles and functions of national parks in Sarawak, from the perspective of Kuching residents (non-visitors). For these purposes, Kubah National Park (KNP), one of the most visited national parks in Sarawak, has been selected as a case study. Face-to-face interviews involving selected Kuching residents were conducted in September 2018. A structured questionnaire was developed as the primary research instrument. Only residents over 18 years of age who were willing to participate, were being interviewed. Results indicate that non-visitors have positive attitudes towards the attributes, roles and functions of KNP. The majority of participating residents placed higher priority on the protection of the natural environment and wildlife as well as preservation of the biological diversity of the environment.

Date : 4th October 2018
Time : 1315 -1430
Venue : Selasih

INVESTIGATING THE IMPACT OF SOCIAL MEDIA ACTIVENESS AND MASTERY ON E-MARKETING ON STUDENTS' ENTREPRENEURIAL INTEREST

Tusyanah Tusyanah, Heri Yanto, Risma Nur Anissa and Ashomatul Fadlilah
(Universitas Negeri Semarang, Indonesia)

The purpose of this study was to determine the influence of students' activeness on social media and mastery of e-marketing materials on their interest to become online entrepreneurs. It was a quantitative study which took 84 respondents as the samples from 106 populations. They were the 7th semester students majoring in Marketing Management because they took the marketing subject. The data were collected through questionnaires and documentation, and then, analyzed by descriptive statistics and multiple regressions analysis. The results showed that the regression equation was $Y = 26.171 + 0.163 X_1 + 0.351 X_2 + e$. then, it also showed that: 1) partially, social media activeness gave influence on students' interest for being online entrepreneurs for 8.53%, 2) partially, mastery of e-marketing materials gave influence on students' entrepreneurial interest for 25.10%, 3) and simultaneously, social media activeness and mastery of e-marketing materials gave influence up to 26.1%. Social media activeness gave less contribution than mastery on e-marketing, it happened because the social media users only understood to get interactions and communications for personal affairs. Furthermore, educators need to improve the materials and the teaching practice of e-marketing so students can master the materials well which ultimately lead them for being entrepreneurs. The research studied on students' interest to be online entrepreneurs at marketplaces in Indonesia. There are a few researches on marketplaces because they began booming in Indonesia in 2015.

THE INTERACTIONAL EFFECT OF E-SERVICESCAPE ON EMOTION, TRUST AND PURCHASE INTENTION : A SOR MODEL

Nuri Purwanto, Yuniep Mujati Suaidah (Sekolah Tinggi Ilmu Ekonomi, PGRI Dewantara Jombang, Indonesia) and **Arianto Duddy Prasetyo** (Sekolah Tinggi Ilmu Ekonomi, Indonesia Surabaya)

This research was conducted at online product buyers in Surabaya, Indonesia. The purposes of this research were (1) to test the effect of e-serviscape towards buyers' emotion, (2) to test emotion toward trust (3) emotion toward purchase intention and (4) trust towards purchase intention. Quantitative is used as a design in this research. Online buyers in Surabaya region is used as the population of the research. Purposive Sampling in the term of accidental sampling is used as a method within 229 online buyers as a respondent. SmartPLS second version is used as the analysing tool. The research results showed that there is positive and significant correlation between electronic servicescape toward emotion, emotion toward purchase intention, emotion toward trust, and trust toward purchase intention. The results of the research also support Stimulus, Organism and Respond Theory which is stated that environment stimulus effect the individual both cognitive and affective reaction. The

research results support the theory that e-serviscape can be as a consideration for the company which is working in the area of online business.

Factors Affecting Adoption of Mobile Banking Services: Evidence from Sarawak

Kelvin Lee Yong Ming (Kolej Sunway Kuching) and **Mohamad bin Jais** (Universiti Malaysia Sarawak)

Emergence of smartphone and rapid development of technology had completely changes the ways how human beings communicate and interact with each other over the past ten years, not to say banking transaction. This study aimed to investigate the factors that affect the intention for mobile banking adoption in Sarawak. Questionnaire consisted of thirty-four questions had been distributed and successfully gathered the feedbacks from 429 respondents. Factor analysis is applied in order to extract all the factors to be tested in this study. Besides that, regression analysis is also applied to investigate the relationship between main factors and the mobile banking services adoption. The results showed that perceived usefulness, trust, social influence, social risk and time risk were important determinants for the mobile banking adoption. These results able to help in understand the main factors that affect the customer's intention in using mobile banking. Thus, this study had important implications for the banking industry which plan and implements the mobile banking services.

IMPACT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND BEHAVIORAL INTENTION IN USING WHATSAPP TOWARDS JOB PERFORMANCE

Nor Hayati Kassima, Norlina Mohamed Noorb, Jati Kasumac and Juliza Saleh (Universiti Teknologi MARA Cawangan Sarawak)

Mobile application such as WeChat, Twitter, Instagram and WhatsApp via smart phones have become the most influential tools and extensively used by smartphone users in their daily life. This state-of-the-art technology in communication has penetrates into various field such as commerce, healthcare, marketing as well as daily routine administrative job in tour workplace. Thus, this research would like to investigate the acceptance of mobile application among the support staff at The Commission of the City of Kuching North, Sarawak (DBKU). Perceived usefulness, perceived ease of use and behavioral intention of the users in using WhatsApp are the variables to be measured towards job performance. Using convenience sampling, there are 105 employees from the Department of Human Resource and Administrative were involved in this research. Data were collected using self-administered Questionnaire adopted from Davis (1989). The result reveals that perceived usefulness and Perceived ease of use of WhatsApp as the mean for communication are significant towards job performance. The employees feel competent during their formal or informal interaction where less effort is needed when using WhatsApp. The existences of the features that are user friendly and easy to operate functions create positive attitudes for them to use the application. Greater benefits such as faster feedback, easily assessed and convenient are some of the reasons why they are willing to use WhatsApp as their mean of communication. The research also revealed that there is a significant difference in job performance among age of groups of the respondents.

Date : 4th October 2018
Time : 1430 -1545
Venue : Ballroom 1

COMPANY CHARACTERISTICS ASSOCIATED WITH THE ADOPTION AND MAINTENANCE OF EXECUTIVE STOCK OPTION PLAN

Nur Fadrijh Asyik (STIESIA, Surabaya, Indonesia)

This paper investigates company characteristics associated with the adoption and maintenance of executive stock option plans proxied with proportion of stock option. In order to develop and to inform public policies about executive stock options, it is important to understand some of the factors that will drive a company's decision in order to adopt an executive stock option plan. First, an analysis evaluates what kind of company's characteristics are associated with these plans. Second, an analysis examines the company characteristics that predict the adoption of such plans. This paper contributes to that stream of accounting research by identifying several factors to adopt of executive stock option plans. The study finds intellectual capital (consisting of Human Capital Efficiency (HCE), Structural Capital Efficiency (SCE), and Capital Employed Efficiency (CEE)), risk, and financial constraints influenced to adoption and maintenance of stock option plans, these conditions will be increasingly supported in companies that experience relatively rapid growth. Human Capital Efficiency (HCE), risk, and financial constraints are significant predictors of the adoption and maintenance of executive stock option plans. Firms that rely heavily on difficult to observe human capital are more likely to adopt executive stock options, and based on our theoretical review, this is a rational course of action. Firms with higher levels of business risk are less likely to shift some of that risk to employees through stock-based compensation, whereas firm with higher variability in total shareholder returns are more likely to adopt executive stock options. Overall, our results suggest that higher monitoring costs prompt firms to adopt and maintain executive stock option plans.

AUDIT LEARNING METHOD FOR GENERATION Z: IS THE USE OF BRAINSTORMING ABOUT CAUSES AND IMPACTS OF FRAUD ABLE TO INCREASE THE ACCURACY OF RISK ASSESSMENT OF MATERIAL MISSTATEMENT?

R Nelly Nur Apandi, Hilda Rossieta, Fitriany, Ludovicus Sensi Wondabio (Universitas Indonesia)

This study aims to investigate whether brainstorming in the learning process is associated with the accuracy of risk assessment of material misstatement. Generally, this research hypothesized that students who conduct brainstorming about the causes and effects of fraud in an audit assignment to companies with a bad fraud prevention system will assess the higher risk of material misstatement than students who do not conduct brainstorming. Using experiment method with 132 college students of accounting study program at 17 universities in West Java as research participants, the results confirm the general hypothesis. Accordingly, the brainstorming process can help the students in analyzing the audit evidence that is owned and link the evidence with the possibility of fraud and the effects of fraud that occur against the risk of material misstatement, so that students will assess the risk of a

higher misstatement after receiving brainstorming treatment than before getting the treatment.

ACCOUNTABILITY FOR PROBITY AND LEGALITY, BOARD DIVERSITY AND FINANCIAL SUSTAINABILITY IN CHARITIES: A MALAYSIAN PERSPECTIVE

Sharon Cheuk (Universiti Malaysia Sarawak), **Lian Kee Phua** (Universiti Sains Malaysia), **A.K Siti-Nabiha** (Universiti Sains Malaysia), **Esmie O. Nichol** and **Michael Tinggi** (Universiti Malaysia Sarawak)

Charity failure has been a problem that has been plaguing developed countries and developing alike. It has been reported in Malaysia that charities faced difficulties in raising donations due to the difficult economic climate. Past research has provided some evidence on the role of accountability and board diversity on the financial performance of for-profit organizations. In our study, we examine the impact of accountability for probity and legality as well as board diversity in improving charity financial sustainability. A sample of 211 active charities (companies limited by guarantee) in 2016 was selected. Data on board diversity, accountability for probity and legality and financial sustainability was obtained and logistic regression via STATA was performed. The findings suggested that board race diversity and timeliness of financial statement submission significantly predict financial sustainability of charities. Implications of the study's findings and contributions therefrom were further discussed.

AN EVALUATION OF THE ROLE OF SUPREME AUDIT INSTITUTIONS IN REDUCE OF AUDIT FAILURE TO PROMOTE ECONOMIC DEVELOPMENT – THE CASE OF THE FEDERAL BOARD OF SUPREME AUDIT OF IRAQ

Waleed Khalid Salih (University of Anbar, Iraq), **Mustafa S Almajdob** and **Dayang Affizah Awang Marikan** (Universiti Malaysia Sarawak)

There is increased public outcry in Iraq on the government's wastage of public spending, Corruption, high recurrent expenditures and ineffective budget performance by different government entities. This led to increase in pressure on the Supreme Audit Institutions (SAIs) to reduce of audit failure in order promote economic development. this study aimed to examine the role of supreme audit institutions in reduce of audit failure and examine the Impact of Reduce Audit Failures on promote economic development, the target population in the present study is linked to auditors from the Federal Board of Supreme Audit of Iraq. The total number of Auditors 1734 Auditor. The sample size (n) is 317. The Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the research model, with Smart PLS 3 specifically employed to test the research hypotheses. The findings of the study showed that the SAIs efforts to lessen corruption are its major contribution in preventing Corruption, reduce of audit failure and in supporting accountability and transparency with the main aim of supporting a robust financial-management system and promote economic development. Therefore, it is crucial that SAIs become the linchpin of the integrity of the country as they are responsible for auditing government income and expenditure, the watchdog over financial integrity and the credibility of information provided.

Date : 4th October 2018
Time : 1430 -1545
Venue : Ballroom 2

WHAT DRIVES STUDENTS' LOYALTY IN A UNIVERSITY: AN EMPIRICAL STUDY FROM INDONESIA

Risma Nur Anissa and Rediana Setiyani (Universitas Negeri Semarang, Indonesia)

The purpose of this study is to examine whether the students' perceived value, service quality, the faculty image, students' trust, and students' satisfaction are the determinants of students' loyalty. The population of this research are all students of Faculty of Economics Universitas Negeri Semarang on the 5th semester, they were 910 students. The samples were taken by proportional random sampling. The data were collected by questionnaire. Then, the data were analyzed by Structural Equation Model (SEM) analysis. The results showed that, the research model has met the criteria of goodness of fit so the model was feasible. Students' perceived value did not influence students' trust, the influence of service quality on students' trust was 43.6%, the faculty image was for 51.3%. Then, the service quality influenced students' satisfaction for 27.5%, the faculty image influenced students' satisfaction for 30.1%, students' trust influenced students' satisfaction for 22.1%, and students' perceived value influenced students' satisfaction for 12.3%. Furthermore, students' satisfaction influenced student loyalty for 41.9%. Meanwhile, students' trust, service quality, the faculty image, and students' perceived value did not influence students' loyalty.

A STUDY ON THE RELATIONSHIP OF PERSONALITY TRAIT AND UNIVERSITY BRAND LOYALTY: THE ROLE OF BRAND PERSONALITY

Arlena Suk Fun Chiam, Shiet Ching Wong and Ai Ni Teoh (Heriot Watt University, Malaysia)

There are many higher education institutions in Malaysia. This has led to stiff competition among universities in student recruitment. Student numbers is always one of the concerns of university, particularly private university. Hence, this study intended to examine the relationship of personality trait and brand loyalty, and brand personality as the mediator of the relationship. About 250 samples were recruited through snowball sampling from a university. PROCESS was used to analyze the relationships of the variables in the study. The results suggested students' personality traits were related to develop university brand loyalty, and students with various personality traits were associated with university brand personality and subsequently affect students towards university brand loyalty. Relevant theoretical and practical implication were discussed in the paper.

CUSTOMER LOYALTY TOWARDS MALAYSIA AIRLINES AMONG GOVERNMENT STAFF

Fadilah Siali, Ng Sally and Azuriaty Atang (Universiti Malaysia Sarawak, Malaysia)

Malaysia Airlines Berhad is the leading airlines company in Malaysia. In these days, there were some cases that bring negative impact towards Malaysia Airlines Berhad as the missing of Malaysia Airlines Flight 370 (MH370) and shot down of Malaysia Airlines Flight 17 (MH17). These two unpredictable tragedies had brought a big negative impact on Malaysia Airlines Berhad by public. Therefore, this research seeks to determine the relationship of customer satisfaction, commitment, trust, service quality and price influence customer loyalty of Malaysia Airlines. This research able contribute to Malaysia Airlines management team to strengthen customer loyalty of Malaysia Airlines. A quantitative research design and convenience sampling used for this research. Self-administrated questionnaire targeted on 200 respondents' which were academic staff of Universiti Malaysia Sarawak (UNIMAS). The hypotheses and linear relationship between variables have been tested by using Pearson Correlation Analysis and Multiple Regression Analysis. The findings of this research suggested all the five independent variables were customer satisfaction, commitment, trust, service quality and price significantly influence on customer loyalty of Malaysia Airlines.

Session 2 (C): HUMAN RESOURCE AND MANAGEMENT

THE JOB DEMANDS-RESOURCES MODEL ON EMPLOYEE DEVIANCE OF EMERGENCY SERVICES PERSONNEL: A PROPOSED FRAMEWORK

Leong Weng, Lee (Asia eUniversity, Kuala Lumpur, Malaysia) and **Muhammad Madi bin Abdullah** (University College of Technology Sarawak, Sibu, Sarawak, Malaysia)

The purpose of this paper is to propose a framework for understanding the antecedents of employee deviance in emergency services personnel. Emergency services are a labour intensive sectors and their employees are entrusted to protect life and property of victims during emergencies. Their decisions during the emergency situation is critical and able to minimize the post-disaster impacts. Emergency services personnel are normatively exposed traumatic experiences and work pressure during emergencies and these may result them to demonstrate negative reactions such as employee deviance. This paper discusses possible antecedents that determine an emergency services personnel's deviant behaviors and offers a conceptual framework based on Job Demands-Resources Model and the existing literature to explain employee deviance in emergency services.

PERCEIVED AUTHENTIC LEADERSHIP, EMPLOYEE WELL-BEING AND JOB SATISFACTION

Koon Vui-Yee and Ho Tsu-Sin (Sunway University, Selangor, Malaysia)

Employee well-being, a multidimensional concept that includes life, workplace and psychological is expected to link between perceived authentic leadership and job satisfaction. We intend to study the mechanism of linkages between perceived authentic leadership and job satisfaction. Underpinned with conservation of resources (COR) theory and relational

perspective, we investigated the extent to which the mediation of the three-dimensional employee well-being. A total of 150 participants working in Malaysia provided their responses. Analysis of data specifically multiple mediations were conducted using Hayes and Preacher's method. All dimensions of employee well-being affect job satisfaction when evaluated separately. However, only workplace well-being mediates the links between the two studied variables. Perceived authentic leadership is seen as an important factor of job satisfaction but need to be cautious when well-being constructs are included, it significantly reduces the linkages of the two variables. Unlike the literature that measures the overall well-being of employee, this study looks at these formations as a different three dimensions and confirms the scale of employee well-being with empirical research.

ETHICAL CLIMATE, JOB PRESSURE, AND COUNTERPRODUCTIVE WORK BEHAVIOUR: THE MEDIATING ROLE OF NEUTRALIZATION

Michael Olalekan Adeoti (Federal Polytechnic Bida, Nigeria) and **Kabiru Maitama Kura** (Universiti Teknologi Brunei, Brunei)

Extant research linking ethical climate and job pressure to counterproductive work behaviour have consistently yielded significant results. However, the psychological mechanism that underlies the relationships between ethical climate, job pressure and counterproductive work behaviour remains unclear. We addressed this knowledge gap by examining the mediating role of neutralization in the relationships between ethical climate, job pressure and counterproductive work behaviour. The proposed model was tested by applying variance-based structural equation modeling to data collected from 356 academic faculty members of two ethnically diverse public universities in Nigeria. As expected, the results showed that both ethical climate and job pressure were significant predictors of counterproductive work behaviour. Additionally, the results established that the relationships between ethical climate and counterproductive work behaviour is mediated by neutralization. In the same vein, the results showed that job pressure triggers neutralization, which in turn, predicts counterproductive work behaviour.

Session 2 (D): MARKETING

Date : 4th October 2018
Time : 1430 -1545
Venue : Enseng

CHINA MADE SMARTPHONES PURCHASE INTENTION: DEVELOPING COUNTRY PERSPECTIVE

Teck-Weng, Jee (Swinburne University of Technology Sarawak Campus), **Lai-Soon Wong** and **Peter a/l, Yacob** (Universiti Tunku Abdul Rahman, Malaysia)

The purpose of this study is to determine smartphones users purchase intention of China made smartphones from a developing country context. The collective impact of price, brand image, country-of-origin, social influence, subjective norms, and products features of China made smartphones are investigated to determine what contributes to smartphone users in Malaysia attitude and purchase intention. This study adopted causal research design, utilizing descriptive and partial least squares structural equation modelling (PLS-SEM). The findings provide partial supports towards the effect of price, brand image, country-of-origin, social influence, subjective norms, and products features of China made smartphones on Smartphone users' attitude and purchase intention. The findings from this study expand current knowledge on similar areas of technology acceptance and adaptation where this study detailed the contributive effect of social influence of owning and using smartphones has on attitude and purchase intention towards it. This study provides further suggestions and implications to practitioners that it is crucial to understand the acceptance and adaptation of China made smartphones, particularly when developing effective marketing strategies for better market segmentation and targeting.

DETERMINANTS OF SOCIAL AND PERSONAL FACTORS ON PURCHASE INTENTION TOWARDS COUNTERFEIT PRODUCTS

Norlina Mohamed Noor, Mohd Azizee Jemari, Jati Kasuma (Universiti Teknologi MARA Cawangan Sarawak), **Maimunah Mohd Shah** (Universiti Teknologi MARA Puncak Alam) and **Rumaizah Binti Che Md Nor** (Universiti Teknologi MARA Cawangan Sarawak)

In Malaysia, counterfeiting has a market value worth \$772.5 million and Malaysia is ranked number 40 in the world. For counterfeiters doing counterfeiting activities might ease their marketing strategy because they can easily join the popularity of the genuine branded goods. However, for genuine entrepreneurs, makers, and designers, the effects of counterfeiting resulted in loss of goodwill, damaging the brand's reputation, equity and trust in the company. The objective of this study is to examine social or personal is the dominant in influencing consumers' purchase intention of counterfeit products. The foundation of the variables for this study was assessed by using a validated online survey questionnaire through convenience sampling with a total of 207 respondents involved. The result indicated that price consciousness is the most influence factor in affecting consumers' purchase intention and normative susceptibility is insignificant in determining the consumers' intention of buying counterfeit products. It has proved that even though the consumers opt to buy counterfeit products, but price does affect their choice when purchasing counterfeit products. Getting the write information on the products also affect their purchasing decision. The value of the counterfeit products has no exceptional when the consumers have the intention to purchase as it will reflect their status as well. Further discussions are shared in the article.

LOCATION MODERATING PRICE AND BRAND LOYALTY TOWARDS PURCHASE DECISION

Hening Widi Oetomo, Imam Hidayat and Budhi Satrio (STIESIA, Surabaya)

The study aims to investigate the effect of price on purchase decision, brand loyalty on purchase decisions and the location moderating price and brand loyalty towards customers' purchase decision. The population of this study were Pond's costumers at Hypermart Royal Plaza Surabaya, Indonesia. The number of samples were 100 respondents taken with accident sampling. Statistical techniques were applied with multiple regression and residual

test. As the results, this study indicated that the price had a significant positive effect on the purchase decision; brand loyalty had a significant positive effect on the purchase decision; and the location did not moderate the effect of price and loyalty to the purchase decision.

EFFECT OF LEADERSHIP STYLES ON MOTIVATION AND PERFORMANCE OF HSE EMPLOYEE OF OIL AND GAS INDUSTRI IN EAST KALIMANTAN

Gatot Soebroto, Hening Widi Oetomo (Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, Indonesia)

East Kalimantan is one of the largest oil and gas producing provinces in Indonesia. Activities in the oil and gas industry are included in the category of hazardous activities so that OSH (Occupational safety and health) is very necessary. HSE employee performance is a measure of the success of employees in performing OSH duties so that operational activities of the oil and gas industry can run safely and healthily. This study aims to analyze the influence of leadership style consisting of telling, selling, participating, and delegating to work motivation and performance of HSE employee of oil and gas industry in East Kalimantan. Population in this research is employees in the year 2017 which amounted to 158 people, so population in this research is 158. Samples taken as many as 62 people by using purposive sampling technique. Data analysis technique used is SEM using PLS program. The results showed that: Telling has a positive and significant effect on employee motivation. This is indicated by the value of path coefficient of 0.440 with a T-statistic value of 4.282 which is greater than 1.68 (Tables, $\alpha = 0.1$, $df = 60$); Selling has no significant effect on employee motivation. This is indicated by the path coefficient of 0.141 with a T-statistic value of 1.148 lower than 1.68; Participating has a significant influence on employee motivation. This is indicated by the path coefficient of 0.250 with a T-statistic value of 1.958 which is greater than 1.68; Delegating has no significant effect on employee motivation. This is indicated by the path coefficient of 0.012 with a T-statistic value of 0.127 which is smaller than 1.68; Telling has a significant positive effect on employee performance. This is indicated by the value of path coefficient of 0.365 with a T-statistic value of 3.363 which is greater than 1.68; Selling has no significant effect on employee performance. This is indicated by the value of path coefficient of 0.269 with a T-statistic value of 3.199 which is higher than 1.68; Participating has no significant positive effect on employee performance. This is indicated by the value of 0.059 path coefficient with a T-statistic value of 0.601 which is smaller than 1.68; Delegating has a significant positive effect on employee performance, This is indicated by the value of path coefficient of 0.211 with a T-statistic value of 1.962 which is greater than 1.68; Motivation does not have a significant positive effect on employee performance. This is indicated by the lane coefficient value of 0.025 with a T-statistic value of 0.200 which is smaller than 1.68.

Session 2 (E): PRODUCTIVITY AND QUALITY

Date : 4th October 2018
Time : 1430 -1545
Venue : Berjaya

HOSPITALITY MANAGEMENT IN HOSPITAL: AN EFFORT OF ENHANCING NURSING SERVICE QUALITY USE QUALITY FUNCTION DEPLOYMENT METHOD IN MUHAMMADIYAH HOSPITAL TUBAN EAST JAVA

Sunaryadi and Hening Widi Oetomo (Sekolah Tinggi Ilmu Ekonomi Surabaya, Indonesia)

The most important problem that rural hospital face to is many complains of patients related with nursing services. Therefore Muhammadiyah Hospital in Tuban try to enhance Quality of nursing services based on analize what patient want to. The purpose of this study is to determine the best performance of nurses to improve quality of nursing services in Muhammadiyah Hospital in Tuban over to the expectation of patients or even exceed the patient expectation. The Methode that applied in this study is use Quality Function Deployment (QFD) that developed by Ako(1972) in manufacture industry. The first step of this methode is find out what the patient want to. This come up from gap beetwen hope and reality what patient got from the nursing servises. 60 respondends taken from the patient who had been treated in Muhammadiyah Hospital more than three days. The Important result of House QFD analizing recommended some improvement effort that the management should do fornursing services are : 1. Excellent services training program; 2. Conducting prime nurses care system; 3. Evaluate amount of nurse; 4. Reward for high perform nurses. These four recomendations would be applied in this hospital.

A PURSUIT OF SUSTAINABLE PERFORMANCE IN BUSINESS ORGANIZATION USING QUALITY PRACTICES AND EXISTING EXCELLENCE MODELS

Muslim Diekola Akanmu (Northern University of Malaysia, Kedah, Malaysia), **Ahmad Yusni Bahaudin** and **Mohamad Ghozali Hassan** (UUM College of Business, Kedah, Malaysia)

In this rapid changing business environment world today, both organizations in public and private sectors are seeking improvement of performance and to achieve competitive advantage among the competitors. The main purpose is to investigate the relationship between quality management and sustainable performance with the mediating effect of organizational excellence. At the same time, how does this organizational excellence affect sustainable performance? The motivation for this paper was driven by the lackadaisical attitudes of many organizations towards attaining excellence in their companies or businesses. Thus, this study focuses not only on organizational excellence but also on excellence models and how total quality management impact sustainable performance. In previous literatures, studies on sustainable performance are in abundance but how performance is achieved through excellence is neglected. In this study, many theories have suggested that the compatibility between resources, strategies and capabilities are the keys for sustainability. Data was collected from food and beverage companies and the analysis of the data was done using SPSS version 23.0 and Smart PLS2.0. This study therefore affirms importance of organizational excellence for any successful strategy implementation in

enhancing sustainable performance through systematic implementation of innovative practices and ideas.

ROLE OF NUTRITION ON FARMER'S PRODUCTIVITY

Hui Wei You, Azra Tilai and Rayenda Brahmana (Universiti Malaysia Sarawak)

The Bario rice towards nutrition and health is raised family income, economic growth, farmer productivity, and allowing human to enhance their life. The purpose of this paper is to explore on the relationship between nutrition, and farm productivity, it showed as an outcome and the result can be adopted for future nutrition and productivity development. Additionally, this study aimed to investigate farmer productivity and farmer characteristics. This paper also shows that it is the unique result in the Sarawak, Malaysia. A face to face pre-test interview were conducted on a total of 30 respondents through a simple random sampling. After that, interviews were carried out with 101 producer (46 female, 55 male) who were merely or in cooperation responsible for Bario rice farm productivity. These processes were employed to disclose perception on calories of 6 dissimilar nutrition such as rice, meat, fish, noodle, eggs, and tea or coffees. Nutrition is the main features influencing respondents' perceptions. A few of respondents were hesitant or had misunderstandings about the nutrition of certain calories of rice, meat, fish, noodle, eggs, and tea or coffees. However, this does not an obstacle to investigate the relationship between nutrition and productivity. Intriguing, this study shows that the higher the productivity with higher obtain of the nutrition. There is positive relationship between nutrition and production organization. Farmer insights recognised in this paper can enlighten future methods to increase the nutrition raise bario rice farm production.

TECHNICAL EFFICIENCY ANALYSIS OF TERUBOK FISHERIES IN MALAYSIA

Ashraf Roszopor, Dayang Affizzah Awang Marikan, Nor Afiza Abu Bakar (Universiti Malaysia Sarawak), **Amin Mahir Abdullah and Ismail Abd Latif** (Universiti Putra Malaysia)

Terubok fish is an estuarine fish that significant among local fishermen because of high commercial value and at the same time it also constitutes to source of income for Terubok fishermen during its catching season. Therefore, due to high commercial value, Terubok fish has been subject to overfished and the population has been declining throughout the years. Although, Terubok fish is well-known among local citizen in Malaysia, there is limited study that investigating the technical efficiency and socio-economics factors that affecting to production of Terubok fisheries. This study is carried out to analyse the efficiency performance of Terubok fisheries in Malaysia. A sample of 200 active Terubok fishermen was selected through stratified random sampling and the field survey has conducted at three different places in Sarawak namely Lingga, Daro and Ladong. Data envelopment analysis (DEA) and Tobit analysis were employed to determine the technical efficiency level and factors influencing technical efficiency among Terubok fishermen. Results of the study show that, most fishing units exhibit a low degree of technical efficiency. This implies that either fishing inputs were used inefficiently, or insufficient inputs were used in fishing activities. The mean technical efficiency for the sample was estimated to be 0.304 using CRS Model, 0.406 using VRS Model and Scale Efficiency is 0.805. The determinants for efficiency among Terubok fishermen was hours in a day, days spent for fishing in a month, engine horsepower and fisherman association show positive sign in towards efficiency while age, education, distance and length of vessels possess negative sign towards efficiency. In addition, only age

and days for fishing are significant with technical efficiency. These findings suggest that there is much room for improvement in efficiency among Terubok fishermen. With appropriate training and using more advanced technologies by the fishermen, the level of technical efficiency can be raised.

Session 2 (F): ENTREPRENEURSHIP

Date : 4th October 2018
Time : 1430 -1545
Venue : Selasih

MOTIVATION, ECONOMIC EMPOWERMENT, SELF EFFICACY AND WOMEN ENTREPRENEURS PERFORMANCE

Norizan Jaafar, Rossazana Abdul Rahim and Tan Qi Tong (University Malaysia Sarawak)

This study explores the determining factors of women entrepreneurs' performance. Various studies have addressed the determinants factors of women entrepreneurs' performance. However, limited studies have focused on the women's' self-efficacy. Based on the push and pull concepts, this study links self-efficacy, motivation, and economic empowerment with women entrepreneurs performance. Data was collected from women entrepreneurs in Kuching, Sarawak. The findings reveal that economic empowerment, self-efficacy, and motivation significantly influence the women's entrepreneurs' performance. This study contributes to policy implications on sustainable community, and social science research development.

VILLAGE OWNED ENTERPRISES ROLE OF ENTREPRENEURIAL GROWTH

Warti'ah (Daruttaqwa Islamic College, Indonesia) and **Thyophoida W.S. Panjaitan** (Catholic University of Darma Cendika, Indonesia)

The development of a village will be more successful if there is participation from entrepreneurs who can open jobs. Therefore, entrepreneurship is a development potential that will be able to move the economic activities of a village, therefore it is necessary to empower small businesses that are able to develop the potential of the village through innovation and creativity. So that this can be achieved, it needs support from various parties and one of them is a Village-Owned Enterprise (BUMDesa). BUMDesa is intended to strengthen village income, increase business opportunities, reduce unemployment and at the same time become the motor of the village economy. The existence of MSMEs with BUMDesa is supposed to go together, this is because if the economy wants to advance then the small businesses owned by the community must be supported by advanced and organized management. In addition, there are other factors that can support the success and sustainability of a business, namely human resources. As a business manager, it is required to have an entrepreneurial spirit, where the spirit of entrepreneurship can be formed through the world of education and non-education and this is the duty of universities to provide supplies and motivate graduates to become entrepreneurs.

ENTREPRENEURSHIP AND SCHOOL CULTURE OF MANDIRI ENTREPRENEUR CENTER INDONESIA

Yusuf (Yayasan Yatim Mandiri, Indonesia)

The objectives of this study are to see how entrepreneurships attained by the MEC students to show the success of entrepreneurships programs, and values defined beyond the school cultures embedded in the policy and practices. The study used qualitative approach where grounded theory was applied. The participants of the study were 64 people of the Mandiri Entrepreneurship Center (MEC) operated by Yayasan Yatim Mandiri of Sidoarjo Indonesia. The results of the study show that entrepreneurship operated in MEC has been successful to accompany 1530 students. Of 1530, 62% accepted at the offices after they finished their study. MEC is held during the students are studying at SMA operated by Yayasan. In addition, the utmost success factors of program is internalization of Islamic values. The orphans are encouraged to implement Islamic values embedded in the school culture as the philosophy of struggle and success.

Exploring the Effects of Entrepreneurship Empowerment Skills towards Juvenile Behavioural Change in Nigeria

Sharizal bin Hashim and Bilyaminu Usman (Universiti Malaysia Sarawak)

The purpose of the paper is to explore the effects of entrepreneurship empowerment skills rehabilitation towards the juvenile behavioural change in Nigeria. The aim of the programme to restore the juvenile behaviour, the programme is focuses on the need of juvenile to integrate in the society upon release from the reformatory centre/detention centre. This paper presents a conceptual approach using literature and document evidence to understand how entrepreneurship empowerment skills rehabilitation influences juvenile attitude change. Juvenile issue become a serious problem to the sustainable development of many countries all over the world especially third world countries. The results revealed that, juvenile entrepreneurship empowerment skills rehabilitation programme influences juvenile behavioural change. Perceived Juvenile entrepreneurship creates transformed young entrepreneurs who are exposed to opportunities, innovation and enterprise without compromising their childhood dignity such as access to education, growth and development. Peer groups, parent, teachers and relatives are all responsible for the delinquent child. Delinquent children usually rose from poor family background. Entrepreneurship empowerment skills could benefit the society from reducing the juvenile delinquency and make the transform juvenile entrepreneur contribute to the social and economic development in the society. The study offered understanding in to the relationship between entrepreneurship empowerments skills and juveniles behavioural change in Nigeria.

Session 3 (A): SPECIAL ISSUES IN ECONOMICS

Date : 4th October 2018
Time : 1600 -1700
Venue : Ballroom 1

ROLE OF FINANCIAL SECTOR DEVELOPMENT IN THE REMITTANCES AND ECONOMIC GROWTH NEXUS IN THE INDIAN SUBCONTINENT: AN EMPIRICAL STUDY

T.K. Jayaraman (Fiji National University, Fiji) and **Evan Lau** (Universiti Malaysia Sarawak)

This paper undertakes a panel study of the nexus between inward remittances (REM) and growth in gross domestic product per capita (RGDPC) in the six countries in the Indian sub-continent, namely Bangladesh, Bhutan, India, Nepal, Pakistan and Sri Lanka. The objective of the study is to assess the role of financial sector development which is presently supported by the spread of information communication technology (ICT) towards promoting financial inclusion. The study findings confirm that remittances have been a positive and significant contributor to growth in RGDPC. The financial sector, represented by the variable bank credit to private sector (PSC) and ICT, which is proxied by the variable, number of mobile phones per 100 people, have also been observed to be directly associated with RGDPC. However, the negative sign of the interaction term (REM*PSC), suggests that REM and PSC act substitutes, rather than complements. The policy implications are that the efforts undertaken by the six countries have to step up development of financial sector further more by promoting the spread of branchless banking through ICT.

SOCIOECONOMIC DEVELOPMENT AND COMPOSITE RISK FACTOR OF NON-COMMUNICABLE DISEASES (NCDs): THE CASE OF MALAYSIA

Grace Chee-Yao, Lee, Shirly Siew-Ling, Wong, Xin-Shern, Khor, Keng-Sheng, Chew, and Chin-Hong, Puah (Universiti Malaysia Sarawak)

Non-communicable diseases (NCDs), including cancer, heart disease, stroke, diabetes and chronic lung disease, are jointly responsible for almost 70 percent of all deaths globally and deaths from these diseases are on the increase. Since most NCDs are the result of shared risk factors, the present study is aimed to develop a composite risk factor of NCDs (CRF-NCDs), and making the CRF-NCDs as one of the predictors of NCDs death in analyzing the mortality trends of NCDs in Malaysia. Meanwhile, the long-run and short-run impacts of socioeconomic development on NCDs death were empirically examined using Vector Error Correction Model and Granger causality with the inclusion of CRF-NCDs. The finding suggested that NCDs shared risk factors, which is proxy the CRF-NCDs, play an important role in elucidating the mortality trends of NCDs in Malaysia. Furthermore, socioeconomic development also brings significant impacts to the raising NCDs death.

VERTICAL INTRA-INDUSTRY TRADE AND ECONOMIC SIZE: EVIDENCE FROM PANEL VAR FOR THE CASE OF MALAYSIA

Mui-Yin Chin (Tunku Abdul Rahman University College), **Sheue- Li Ong** (University of Malaya), **Chew-Keong Wai** (Tunku Abdul Rahman University College) and **Chin- Hong Puah** (Universiti Malaysia Sarawak)

There is an increasing importance of manufacturing sector as the engine of growth of external trade landscape in Malaysia. Meanwhile, most of the manufactured products are involved in intra-industry trade (IIT) and the past studies documented that vertical intra-industry trade (VIIT) dominated IIT. Thus, this study aims to shed light on the dynamic relationship between VIIT and the economic size during the period 1986-2016 for the case of Malaysia using panel autoregression (VAR) model. The empirical results reveal positive bidirectional causality between VIIT and the economic size of the countries under study. This finding provides evident that VIIT, serve as the new strand of trades lending support to the trade-led-growth hypothesis for the countries under study and therefore it can act as one of the engines of growth for the countries in the short run. Besides, the findings also imply that a shock on VIIT will not cause a chaotic on these countries' economies. On the other hand, a positive shock on Malaysia's GDP will increase the VIIT instantly and significantly. Overall, the empirical results suggest that Malaysia policy makers should continue focusing on stimulating the growth of VIIT.

Session 3 (B): BUSINESS AND SOCIETY

Date : 4th October 2018
Time : 1600 -1700
Venue : Ballroom 2

ILLEGAL WILDLIFE TRADE: INDONESIAN TURTLE EGG TRADERS IN KALIMANTAN-SARAWAK BORDER

Parveen Kaur, Nurul Nadzatul Farah Mohd Khairi (Universiti Malaysia Sarawak)

Illegal wildlife trade is a global conservation challenge. It is one of the growing illegal markets worldwide. It also causes a number of wildlife species to fall rapidly and extinct. Sea marine turtles is one of the protected wildlife that has high demand in the market. Turtles nesting in Malaysia faces a number of challenges and the main ones being egg trade and consumption. In Bau, the weekend market at the Sarawak-Kalimantan border has grown significantly. Formal cross-border immigration checkpoint does not exist at the border. Thus, this makes smuggling of illegal goods and commodities which include illegal wildlife parts easier. One of the wildlife parts involved are turtle eggs. This study investigates illicit trafficking of turtle eggs across Kalimantan-Sarawak border, who are the individuals or organisations involved, what motivates people to engage in illegal wildlife trade and what legislations, enforcement and control exist in Sarawak and Kalimantan. Interviews with five offenders which are identified through snowball sampling technique and observations were conducted. The study noted that the offenders from Sambas region, are motivated to sell the eggs in order to support their family as a secondary income besides selling their legal goods in Bau. Furthermore, the easy access in obtaining the eggs

from Paloh, Sambas as well as high demand from the locals further supports the continuity of this illegal activity.

THE MEANINGS OF LOCAL WISDOM "TUMBUK PADI" FOR THE KAMPUNG NAGA COMMUNITY

Jarot Tri Bowo Santoso (Universitas Negeri Semarang, Indonesia), **Wahjoedi, Budi Eko Soetjipto** and **Sri Umi Mintarti Widjaja** (Universitas Negeri Malang, Indonesia)

The purpose of this research is to reveal the meanings of local wisdom *tumbuk padi* for indigenous people at Kampung Naga, Tasikmalaya, West Java, Indonesia. It is a qualitative research using an ethnographic approach; it is located at Neglasari, Kampung Naga, Salawu Sub-district, Tasikmalaya District, West Java, Indonesia. The informants of the study are housewives, women elders who ever led the traditional *Ngalesean* ceremony, the head of the Kampung Naga community and the traditional leaders. The data are collected by observation method and in-depth interview. Data are analyzed by interactive model; they are data display, data reduction and conclusion. The results of the research are: (1) Local wisdom *tumbuk padi* is a part of the life pattern at Kampung Naga community, (2) Local wisdom *tumbuk padi* has economic, social, health, culture and character building meanings for indigenous people at Kampung Naga, (3) Local wisdom *tumbuk padi* does not spend a lot of money to grind rice but it reduces the purchasing of fish feed, chicken feed, shampoo, broom floor, fertilizer and other wasteful consumption patterns, (4) the social meanings of *tumbuk padi* are togetherness, sincerity, cooperation, awareness, helping each other, and kinship, (5) The health meanings of *tumbuk padi* are making the body healthy, making more vitamin and healthier rice, and it can be used for *kupat* naturally, (6) The culture meanings of *tumbuk padi* is preserving the customs an inheritance to the next generation, (7) The character building meanings of *tumbuk padi* are appreciating the difficulty of making rice, hard work and patience. There are few reseaaarches on the meanings of local wisdom "TUMBUK PADI" for The Kampung Naga Community. It happens since there is a change from traditional to modern rice grinding.

DETERMINANT OF MULTIDIMENSIONAL POVERTY INDEX OF NIGER STATE, NIGERIA

Musa Mohammed, Rossazana Ab-Rahim, Norizan Jaafar (Universiti Malaysia Sarawak)

Employing Alkire and Foster's multidimensional framework, this paper aims to investigate the monetary and the multidimensional poverty measures of households in Niger State, Nigeria. Interestingly, the results show about 13 per cent of the non-poor in terms of monetary measure are found to be multidimensional poor. Hence, this paper suggests that the multidimensional measure of poverty should be complemented with monetary measure. Next, the results of the logit and ordered logit models mainly indicate higher education results in a better well-being of the households with respect to monetary and non-monetary measures of poverty. In the context of the multidimensional index, the results imply poverty is apparent in essential living standard and health among the households as spelled out by inadequate access to portable drinking water, poor sanitary facilities, electricity supply, primitive cooking fuel as well as limited access to improved health facilities.

Date : 4th October 2018
Time : 1600 -1700
Venue : Kenyalang

POLITICAL CONNECTIONS AFFECT FIRM PERFORMANCE – EVIDENCE FROM OIL AND GAS COMPANY

Nur Farrahanie bt Ahmad Tarmizi, Rayenda Khresna Brahmana and Akmal Hisham bin Tak (Universiti Malaysia Sarawak)

This conceptual paper aims to explore how politicians serving as shareholders influence firm performance in a highly sensitive industry – the oil and gas companies. The study also reviews literature by examining theories. As it is a conceptual paper, this study research will test for association between political intervention and firm performance using three theories that becomes the heart of the study namely institutional theory, win-win arguments and the helping hand theory with an underlying aim towards maximizing organization value.

CORPORATE GOVERNANCE, NONPERFORMING LOAN AND PROFITABILITY – CASE STUDY AT COOPERATIVES INSTITUTIONS IN INDONESIA

Muhammad Khafid, Indah Anisykurlillah, Fachrurrozie, Hasan Mukhibad (Universitas Negeri Semarang, Indonesia)

This research aims to empirically prove the influence of board of directors (size, meeting and attendance in The Annual Member Meeting - AMM), board of commissioners (size, meeting and attendance in AAM) and members (size and attendance in AAM) on cooperatives performance as measured by Return on Assets (ROA), Return on Equity (ROE) and Non-Performing Loan (NPL). The population are saving and loan cooperatives in Semarang regency and sample of 78 cooperatives determined by purposive sampling method. Analysis data use WarpPLS. The results show that the role of manager and member has influence cooperatives profitability as measured by ROA, ROE. The effectiveness of manager, supervisor performance influence on NPL. The results shows that the role of supervisor has not impact on profitability and the role of member did not have any influence NPL. Moreover, the higher of NPL did not have any influence on profitability. The advice that could be given is that the cooperatives should improve the implementation of the corporate governance mechanism as this will have an impact on ROA, ROE and NPL.

HEADACHE OF COSTLY TURNOVER IN MALAYSIAN STAR-RATED HOTELS

Jakaria Dasan, Jennifer Chan Kim Lian and Sharija Che Shaari (Universiti Malaysia Sabah, Malaysia)

Less information disclosed on which human resource systems and practices cause job turnover cases in Malaysian star-rated hotels. The present study reassessed the findings

from the qualitative studies in a purposive sample comprising hotel employees in three different star-rated hotels at some major cities in Malaysia. Two-hundred fifty employees in 5-star, 4-star, and 3-star business rated hotels of managerial, supervisory, and operational level were interviewed. Responses were reported using the profile accumulation techniques (PAT) which revealed the order of the impact of the factors. It was learnt that both attraction and retention factors are interrelated in determining employees' loyalty. Interestingly for 5-star rated hotel, working environment becomes the main reason to stay compare to compensation for 4-star, and career advancement for 3-star rated hotel. A likely explanation is that at 5-star rated hotel, employees found the comfort of working as the strong reason to stay. Meanwhile, employees in 4-star rated feel secured if the pay is competitive. Notwithstanding, employees at 3-star rated hotel put more concern on gaining more working experiences for career development. Nevertheless, as the employees fit in, employees expect factors such as compensation, benefit packages, and rewards and recognition to tie them up to the organization.

BANK EFFICIENCY AND PERFORMANCE: THE MODERATING ROLE OF OWNERSHIP IDENTITY IN AFRICAN BANKING

Ladime Jonas (Methodist University College Ghana, Africa), **Rayenda Kreshna Brahmana** and **Chin-Hong Pua** (Universiti Malaysia Sarawak)

This study aim is to investigate the moderating role of controlling shareholding in the relationship between bank efficiency and bank performance in African banking. In and across finance discipline lies the inconsistent research outcomes between bank efficiency and performance enormously, hence any attempt from the frontiers of academic works in contributing to bridging this equivocal gap between bank efficiency and firm performance is warmly welcome in the field of finance. The study data period, spans from 2006 to 2015 and the ten-year time period is adopted for the regression result to critically examine the role of controlling shareholding in the relationship between bank efficiency and performance of African banks. This study employs the panel regression and stochastic frontier for technical models to examine the inconclusive relationship between bank efficiency and performance and applies the efficiency structure hypotheses, agency and the resource base view as the three main theories to explain the background of the study. The hypothesis development on controlling shareholding as a moderator in this research is due to differences in bank efficiency and performance of banks in the African corporate banking environment. Two hundred and ninety-eight data sample is taken from Bankscope for conducting the panel regression analysis without the consideration of non-depository institutions in the financial industry. The study shows a significant positive contribution of both family and feign ownerships with bank performance. The study further shows bank efficiency relation with performance to be positive and statistically significant as a standalone variable. The study analyses controlling shareholding as a moderating variable and assesses this interactive variable with the types of controlling shareholding effects, which are stated as follows: family, foreign and government ownerships with bank efficiency. Essentially, the general findings indicate that once a bank is efficient it is able to improve its performance. Further estimations show that the interactive terms record significant relationship between controlling shareholders' effect on bank efficiency and bank performance. Recommendation for future studies suggests issues of corporate governance with bank efficiency and performance, strong and quick credit court to tackle financial fraud, experience and educational level of CEO as well as the internal and external capital markets maturity.

EFFECT OF WORK LOAD AND JOB STRESS ON EMPLOYEE PERFORMANCE AT TAX CONSULTANT OFFICE LUCKY KARTANTO AND PARTNERS IN SIDOARJO

Lucky Kartanto (Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, Indonesia)

The purpose of this study is to determine the effect of workload and work stress partially and simultaneously to the performance of employees at the Tax Consultant Office Lucky Kartanto and Partners in Sidoarjo. The sample used is as many as 30 people who are employees of Tax Consultant Lucky Kartanto and Rekan in Sidoarjo. Data analysis using multiple linear regression and hypothesis proofing by using t test and F test. The result of t test of workload variable has significant effect on employee performance at Tax Consultant Office Lucky Kartanto and Rekan in Sidoarjo. Job stress variables significantly influence employee performance at Tax Consultant Office Lucky Kartanto and Partners. The results of statistical tests (F test), simultaneously workload and work stress significantly affect the performance of employees at the Tax Consultant Office Lucky Kartanto and Partners. Based on t and F test, the hypothesis is accepted.

Session 3 (D): ORGANIZATIONAL BEHAVIOUR

Date : 4th October 2018
Time : 1600 -1700
Venue : Enseng

ORGANIZATIONAL JUSTICE AND EMPLOYEE DEVIANCE AMONG EMERGENCY SERVICES PERSONNEL IN MALAYSIA

Lee Leong Weng (Asia eUniversity) and **Muhammad Madi bin Abdullah** (University College of Technology Sarawak)

Fairness in the workplace is imperative in the emergency services sector. Most of the organizational justice and workplace deviance literature addresses the non-emergency services perspective, while research involving the emergency services personnel have been lacking. The aim of the present study is to examine the relationship between emergency services personnel perception of organizational justice and employee deviance. A cross-sectional field survey was conducted utilizing a sample of 209 in 10 Emergency Services Centers in Malaysia. Employees rated fairness in the distribution of outcomes and rewards (distributive justice), fairness in interaction with managers (interpersonal justice) and candid explanation (informational justice), fairness in procedures implementation (procedural justice) and the frequency to exhibit deviant behaviors at work (employee deviance). Analysis results revealed that low levels of interpersonal justice and informational justice predicted deviant acts targeted at other individuals, while low levels of distributive justice and informational justice predicted deviant acts targeted at the organization. This study adds to the growing body of research on employee deviance literature by empirically validating the workplace deviance typology in an emergency services setting and by examining four types of organizational justice simultaneously on employee deviance.

THE MEDIATING EFFECT OF TACIT KNOWLEDGE SHARING IN PREDICTING INNOVATIVE BEHAVIOUR FROM TIE STRENGTH IN A MALAYSIAN PUBLIC TEACHING HOSPITAL

Nur Constance Wah (Universiti Malaysia Sarawak & Universiti Putra Malaysia), **Dahlia Zawawi** (Universiti Putra Malaysia), **Jalina Karim** (Universiti Kebangsaan Malaysia) and **Ilham Sentosa** (Universiti Kuala Lumpur)

The main purpose of this research is to examine the mediating effect understanding of tacit knowledge sharing on the tie strength and innovative behaviour in a Malaysian public teaching hospital. A quantitative method approach within a post - positivist paradigm using questionnaire was employed to gather data for the study and analyses were performed using Structural Equation Modelling (SEM) which confirmed using partial least square (PLS). The results of analysing 339 nurse – nurse supervisor dyads revealed that tacit knowledge sharing partially mediates the relationship between tie strength and innovative behaviour. In the future, more research on Malaysian teaching hospital is needed to explore the willingness to share tacit knowledge. This study pointed out that supervisor in a teaching hospital may need to use this finding in developing ways to ensure innovative behaviour is practice efficiently among the nurses. This study adds to the body of knowledge about the effect of tacit knowledge sharing on the tie strength and innovative behavior of nursing employees.

AN EVALUATION OF EMPLOYEE ADMINISTRATION INFORMATION SYSTEM (EAIS) USING THE INFORMATION SYSTEM SUCCESS MODEL (ISSM)

S Martono, Ahmad Nurkhin and Kardoyo (Universitas Negeri Semarang)

Universitas Negeri Semarang (UNNES) implemented some information system to manage and administrate the employee activities, namely SIMPEG (Personnel Information System), SILKADOS (Information System for Lecturer Performance Reports), and SIPP (Information Systems for Research and Community Service). This paper aims at evaluating the employee administration information system (EAIS) which implemented at UNNES by using the Information System Success Model (ISSM). We used ISSM to investigate the determinant of employee usage of these information system. We also add perceived ease of use as predictor of system use. The sample of this research are lecturer of UNNES. We used questionnaire to collect the data by using google form. Multiple regression analysis were used to analyse the data. The result show there are positive and significant effect of service quality and information quality on system use. System use and service quality significant and positively affect user satisfaction. User satisfaction and system use have significant and positive influence on net benefits. Net benefits also has a positive and significant impact on user satisfaction. Then, user satisfaction also proven to have significant impact on system use. The other result show that perceived ease of use has positive and significant effect on system use. The respondent suggest for management of UNNES to develop a new information sytem that integrate and provide data for employee career development.

EFFECT OF CO-WORKERS, PROMOTION, COMPENSATION, JOB CHARACTERISTICS, AND WORKING CONDITIONS ON EMPLOYEE WORK SATISFACTION OF WILWATIKTA COLLEGE OF ARTS (STKW) SURABAYA

Arif Rofiq and Hening Widi Oetomo (Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, Indonesia)

This study aims to examine and analyse the effect of compensation, promotions, co-workers, job characteristics and working conditions on job satisfaction employee of STKW Surabaya. The population in this research is all of STKW Surabaya. Samples taken as many as 72 people by using purposive sampling technique. Data analysis techniques used, F test, t test, and coefficient of determination. The results showed that simultaneously work motivation factors consisting of co-workers, promotion, compensation, job characteristics and working conditions have a significant effect on job satisfaction of employees in STKW Surabaya. This means that the first hypothesis in this study is acceptable. The five independent variables used in this study consisting of co-workers (X1), promotion (X2), compensation (X3), job characteristics (X4), and working conditions (X5) are jointly able to contribute / the variation of the changes to job satisfaction variable (Y) is 91.5%, and the remaining 8.5% is contributed to other variables that are not studied. Each independent variable in this study consisting of co-workers (X1), promotion (X2), compensation (X3), job characteristics (X4), and working conditions (X5) have $t_{table} < t_{count}$, meaning H_0 is rejected, H_1 is accepted means the independent variable (X) partially affects the dependent variable (Y). Thus the second hypothesis in this study can be accepted truth. The largest value of the beta coefficient is the job characteristic variable (X4) compared to other variables such as co-workers (X1), promotion (X2), compensation (X3), job characteristics (X4), and working conditions (X5). So the results of this study indicate job characteristics (X4) have a dominant effect on employee job satisfaction in STKW Surabaya. Thus the third hypothesis in this study can be accepted truth.

Session 3 (E): STRATEGIC MARKETING

Date : 4th October 2018
Time : 1600 -1700
Venue : Berjaya

ANTECEDENTS OF BRAND HATE

Sharizal Hashim and Sheraz Ahmed (University of Malaysia Sarawak)

The aim of this paper is to explore the concept of brand hate in detail which is the extreme negative emotion toward brands, by giving a comprehensive explanation concerning how brand hate evolves in consumers. More specifically, antecedents of brand hate are empirically assessed in this study. This study used primary data from 250 fast food brand consumers in Pakistan. PLS-SEM is used to test the hypotheses related to the antecedents of brand hate. Results indicate that brand hate is instigated by five antecedents which are negative past experience, symbolic incongruity, poor relationship quality, ideological incompatibility and rumor, with rumor being the biggest instigator. Antecedents of brand

hate are assessed theoretically and empirically in this study which helps in understanding the true form of brand hate.

BRAND MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES (SMEs) OPERATING IN THE BUSINESS-TO-BUSINESS (B2B) INDUSTRY

Samira Raki, Mahani Mohammad Abdu Shakur, Mohd Uzairi Ahmad Hajazi, Mohd Naim Kamaruzaman and Siti Aisyah Ya'kob (Universiti Malaysia Sarawak)

The purpose of this study is to explore branding in Malaysian SMEs operating in the B2B sector, and accordingly propose a B2B branding model. This research adopted multiple-case study method. Data were collected from eight SMEs using semi - structured interviews. The findings highlight the importance of the positive interaction of internal and external stakeholders in building strong brands. Furthermore, innovation and IT were also found of great significance in enhancing brands' performance, along with governmental financial and non-financial support. This research contributes through proposing a conceptual framework that is linking branding with stakeholder theory. The proposed framework provides a foundation for Business-to-Business actors to develop their brands based on multi-stakeholder's perspective.

DOES PERCEIVED QUALITY AND SELF-ESTEEM INFLUENCE WOMEN BUYING THEIR BRANDED MAKE UP?

Shahira Shahina Mobil, Jati Kasuma (Universiti Teknologi MARA), **Mohd Amirul Adenan** (University of Hull), **Nur Asma Mokhtar** (Universiti Teknologi MARA) and **Nelson Lajuni** (University of Malaysia Sabah)

Luxury brands have often been associated with the core competences of creativity, exclusivity, craftsmanship, precision, high quality, innovation and premium pricing. These product attributes give the consumers the satisfaction of not only owning expensive items but the extra-added psychological benefits like esteem, prestige and a sense of a high status that reminds them and others that they belong to an exclusive group of only a select few, who can afford these premium items. Thus, this research aims to investigate the relationship and influence of Perceived Quality and Self- Esteem of buying luxury branded makeup. Data from 141 questionnaires were completed by women living in Kuala Lumpur. The findings of the research showed that perceived of quality and self-esteem have a significant effect on the intention towards buying luxury branded makeup. Based on the findings, implication, limitations and areas for future research are also discussed.

Date : 4th October 2018
Time : 1600 -1700
Venue : Selasih

TOURISM BUSINESS PREPAREDNESS AND RESILIENCE TO CRISIS: A SMALL VESSEL CRUISING ROUGH SEA

Tini Maizura Mohtar, Noor Fzlinda Fabeil, Arif @ Kamisan Pusiran Kamarul Mizal Marzuki and Yuzainy Janin (Universiti Malaysia Sabah)

Previous research contended that small coastal tourism business operators are less resilient towards crisis and demonstrated limited efforts in term of crisis preparedness measures. In fact, who have experienced crisis events, majority of them do not have any proper crisis management plan. Therefore, it is crucial to explore from the perception and experience of these small-scale coastal tourism businesses, the level of preparedness and resilience dealing with predicament situation. This study intends to provide meaningful insights for tourism specific initiatives that complement to existing disaster management policy as well as to small coastal tourism business operators to consider a formal crisis management plan for long term business sustainability. Findings from structured interviews with 61 owner-managers of small coastal tourism business related to their level of preparedness and resilience towards crisis including natural disaster, technology failure and social threats, as well as factors influence or the ones that hinder the adoption of crisis preparedness measures into their business operation. The result indicates that micro-sized business are less likely well-prepared and resilient to crisis, compared to medium size, specifically due to lack of operationalisation of crisis management practices and the poor management of human resources. In addition, the study revealed that regular security inspection on respondents' commercial properties area from police department and Department of Occupational Safety and Health as the most popular factor mentioned by respondents as to support the adoption of crisis preparedness measures in their premises. Meanwhile, financial constraint was frequently attributed as hindrance for non-adoption of any crisis preparedness measures.

ANALYSING SUPPLY AND DEMAND IN EVENT TOURISM: A CONTEMPLATION

Sally Ann Yap Yu Ing, Norazirah Ayob and Chin-Hong Puah (Universiti Malaysia Sarawak)

The paper provides a review of review supply and demand approaches and relating it to event tourism. When supply and demand are equal, the economy would be most efficient since the amount of products/services supplied is exactly the same as the amount demanded. Only with this harmonious economic scenario of equal supply and demand, event tourism will surely benefit from the balanced economic conditions. Thus, the event tourism should be assessed from both the supply and demand side. Nonetheless, literature of event studies found mainly studying events only from supply not on demand.

EXAMINING THE HARD AND SOFT MEASURES OF TOURISM COMPONENTS ON SUSTAINABLE DEVELOPMENT OF RURAL TOURISM DESTINATION COMPETITIVENESS: A CONCEPTUAL FRAMEWORK

Chee-Hua Chin, May-Chiun Lo and Abang Azlan Mohamad (Universiti Malaysia Sarawak)

The increasing growth of rural tourism destination development around the world has led to an intense competition among the rural destination to stay competitive and sustainable. Within the tourism literature, there has been a growing interest in the notion of destination competitiveness, and plenty of authors have also investigated its application in the rural tourism context. However, to date, there is no known a single holistic framework in investigate and examining the impact of both hard and soft measures to the enhancement of rural tourism destination competitiveness. In review of the relevance literature in the rural tourism destination competitiveness studies, gaps of the literature have been identified and a research model is proposed by the authors. Both competitiveness theory and stakeholder theory are adopted to underpin the proposed research framework. Thus, this study intends to investigate the impact of hard measures (i.e. destination appeal and tourism infrastructure), and soft measures (i.e. service quality and destination image) on rural tourism destination competitiveness. A quantitative approach and survey questionnaires will be used as the research instruments for data collection. The SmartPLS (version 3.2.7) will be used to perform the PLS-SEM analysis to through two-steps approach to assess the research model.

IDENTIFYING THE TOURISM OPPORTUNITIES AND TOURISM DEVELOPMENT AT RURAL AREAS WITH TOURISM VILLAGE STRATEGY

Ashomatul Fadlilah, Tusyanah, Ade Rustiana, Fentya Dyah Rahmawati and Risma Nur Anissa (Universitas Negeri Semarang, Indonesia)

The tourism sector is a sector which can be developed as one source of local revenue, so it is expected to support economic development. Indonesia is a country whose wealthy natural resources which can be used for a tourism sector through tourism village. The existence of tourism villages today has an interesting allure to be developed. Researchers use descriptive research method with data collection techniques through literature study. Opportunities of this tourism village should promote the concept of *Bhinneka Tunggal Ika*, which reflects the diversity of culture, traditions, natural beauty, craft and others as identity then become a concentration of tourist destinations without any competition in seizing tourists. The potential maximization of the tourism village can be accomplished by the cooperation of all elements. The steps to develop the tourism village are to know and explore the potential of the village, to know the potential by exploring the location and geography of the village, and to know the achievements and progress of the community. After understanding the potentials, it needs to create Tourism Awareness Community (Pokdarwis/ *Kelompok Sadar Wisata*) and a tourism management agency.

Date : 5th October 2018
Time : 1045 -1200
Venue : Ballroom 1

THE EFFECT OF AUDIT COMMITTEE CHARACTERISTICS ON FORWARD-LOOKING DISCLOSURE

Mohamad Rifai and Sylvia Veronica Siregar (Universitas Indonesia, Indonesia)

This study aims to examine the effect of the audit committee characteristics on forward-looking disclosure. The characteristics of audit committee that examined are audit committee expertise, audit committee meeting frequency, and audit committee size. To measure the extent of forward-looking disclosure, this study did content analysis using a checklist of 22 forward-looking items. The samples of this research are 285 non-financial firms listed on the Indonesia Stock Exchange in year 2015. The results of this study shows that the audit committee accounting expertise, audit committee financial expertise, the frequency of audit committee meetings, and the size of the audit committee have a significant positive effect on the forward-looking disclosure.

THE EFFECT OF MANAGERIAL ABILITY AND FAMILY OWNERSHIP ON ACCRUAL AND REAL EARNINGS MANAGEMENT

Alyxia Sukmaadi Handono and Sylvia Veronica Siregar (Universitas Indonesia, Indonesia)

This study aims to examine the effect of managerial ability and family ownership on accrual and real earnings management. The samples of this study is non-financial firms listed in Indonesia Stock Exchange in year 2012-2016. This study finds that family ownership negatively affects accrual earnings management and positively affects real earnings management. Managerial ability able to limit the accrual and real earnings management. We find no evidence on the moderating role of managerial ability on the association between family ownership and accrual earnings management and find evidence of managerial ability strengthens the positive association between family ownership and real earnings management.

THE EFFECT OF COMPANY SIZE, PROFITABILITY AND LEVERAGE ON DIVIDEND POLICY OF FOOD AND BEVERAGE COMPANY LISTED IN INDONESIA STOCK EXCHANGE IN 2012-2016

Chasan Azari and Hening Widi Oetomo (STIESIA, Surabaya, Indonesia)

The objective of this study was to determine the effects of company size, profitability and leverage on the dividend policy of the food and beverage companies in Indonesia. The population of this research were food and beverage companies listed in Indonesia Stock Exchange in the year of 2012-2016. There were 15 companies. This study used a census

that investigated all population (Sugiyono, 2010: 75) so the sample took the 15 companies. The independent variables of this research were company size, profitability and leverage; while the dependent variable was dividend policy. The statistical test in this study applied multiple linear regression with F test and t test. The conclusion of this research were that (1) total asset had significant effect on dividend payout ratio; (2) profitability (ROA) had a significant effect on dividend payout ratio; and (3) leverage (DER) had a significant effect on dividend payout ratio.

MANAGERIAL OWNERSHIP AND ENTREPRISE RISK MANAGEMENT DISCLOSURE: INSIGHT FROM INDONESIA

Maria Kontesa and Lisan (STIE Widya Dharma Pontianak, Indonesia)

This research aims to investigate the role of managerial ownership on enterprise risk management disclosure of 143 Indonesia listed firms from 2011 to 2015. Using robust panel regression, we find that managerial ownership has negative effect on risk management disclosure. Meanwhile, all control variables such as size and debt-to-equity also have significant effect, except for profitability. This indicates that there is agency issue on risk management disclosure in Indonesia listed firms. Future research might gauge governance indicator to reveal the role of managerial ownership on risk management disclosure in clearer picture.

Session 4 (B): ISLAMIC FINANCE

Date : 5th October 2018
Time : 1045 -1200
Venue : Ballroom 2

CROWDFUNDING AS SOURCE OF RAISING “WAQF” FUND TO ENHANCE ECONOMIC PARTICIPATION OF THE UMMAH

Hamrila Abdul Latif and Akmal Hisham bin Tak (Universiti Malaysia Sarawak)

There are many financial instruments that were developed under the advancement of financial technology. This phenomenal developments were due to the development of computer technology which basically based on the concept of billions of data to be processed and analysed within seconds and the information are shared globally with authorised access login passwords. The financial technology comprises of many instruments such as e-wallet, bit-coin, block-chain and crowd funding. Each mechanism is designed to meet specific requirements and objectives. For crowd-funding the specific objective is to raise capital from the financial market globally to meet business or socio-economic activities. The financing proposals are promoted through the internet with the potential investors can peruse through the project feasibility of the project and undertake due diligence analysis before deciding to invest in the project. The activity is no different from the current system of raising fund locally for business needs, charitable activities or religious requirements. The major differences are that the instrument is promoted globally depending on the availability of internet services. In Malaysia this activity is being regulated and managed by Securities Commission Malaysia

for project financing. Purpose of this paper is to expound the possibility of utilising crowd funding mechanism to raise waqf fund to enhance the economic participation of the umah. This arrangement is in compliance with syariah rules and regulations. Waqf fund is used as seeds capital and initial working capital requirements. The firms are required to finance business operations from internally generated funds to ensure reliability and sustainability with surplus funds to be utilised to finance other waqf economic activities.

THE IMPACT OF SHARIA SUPERVISORY BOARD ON ISLAMIC BANK SOUNDNESS: DOES POLITICAL SYSTEMS MATTERS?

Siti Khomsatun, Hilda Rossieta, Fitriany and Mustafa Edwin Nasution (University of Indonesia)

This research aims to examine the impact of the characteristics of the Sharia Supervisory Board (SSB) on the Islamic bank soundness. This research will also test whether a country's political system is a moderating variable in the relationship of the characteristics of SSB and Islamic bank soundness. This study uses moderation regression with the period 2012-2016 which includes 99 Islamic banks from 17 countries. The political system in this study uses the system of democracy and the legal sharia law system. Using 384 firm-years, the results show that the strength of SSB characteristic affects only the capital adequacy ratio and not for the other Islamic bank soundness measurements. The impact of the legal system sharia law moderation is only found in the capital adequacy ratio model. The implication of this result is that the strength of SSB can only influence on CAR and it will be even better if Islamic banks are in countries with legal system and hybrid sharia law.

ISLAMIC FINANCIAL PRODUCTS/SERVICES AND ITS INTENTION TO USE

Nelson Lajuni (Universiti Malaysia Sabah), **Jati Kasuma** (Universiti Tekonologi MARA), **Yusman Yacob** (Cooperative College of Malaysia), **Nur Fadiyah Rahmat** (Universiti Tekonologi MARA) and **Sharon Wilfred** (Universiti Malaysia Sabah)

Muslims and Non-Muslims alike have shown positive trend towards accepting Islamic financial products/services. Therefore, it is crucial to examine determinants that drive individuals towards the intention to accept Islamic financial products/services. This study aims to examine the predictive power Islamic financial literacy on the modified Theory of Planned Behaviour which eventually translated into the individuals' behaviour towards the intention to use Islamic financial products/services. 400 copies of questionnaires were distributed; 300 usable copies were subsequently collected. The data were then analysed using PLS-SEM. The findings show that all exogeneous variables (attitude, social value, perceived behavioural control, and Islamic financial literacy possess explanatory and predictive power to predict individuals' intention to use Islamic financial products/services. As financial services are humanised and localized to better serve the customers, this study extends the literature by providing insights into the subject matter in emerging markets.

AUDIT QUALITY, AUDIT MARKET CONCENTRATION AND ISA 600

Fitriany, Viska Anggraita and Aria Farah Mita (Universitas Indonesia, Indonesia)

The objectives of this study is to examine how the implementation of ISA 600 in Indonesia and how the impact of ISA 600 on the audit quality and audit market concentration in Indonesia. This is a standard that results in a small audit firms could not being able to grow because their clients which are subsidiaries move to the audit firms that audits the parent company. According to ISA 600, group auditor have fully responsible for all consolidated financial statements, including subsidiaries' financial statements audited by component/subsidiary auditor. In the previous audit standard (AU 543), it is not the full responsibility of the group auditor. To answer the research question, this research used mixed method, primary data (questionnaire to 244 auditor and focus group discussion to partners) and secondary data (from 1,062 firm years of parent company and 7,230 firms years of subsidiary company (2011-2016). Regression results found that the implementation of SA600 had a negative impact on audit quality. After the implementation of ISA 600 in Indonesia, there was a lot of change auditors of subsidiaries companies to group auditor. Full responsibility leading the group auditor prefers to conduct audits directly on subsidiary companies. Since the group auditor is usually a Big 4 and second tier audit firms, then many small audit firms client move to Big 4 and second tier, so that small audit firms lose a lot of clients. Questionnaires distributed to auditors showed the same results, and Focus Group Discussion reinforced the results findings from the data regression and questionnaires. The implication of this study is that regulators are expected to make regulations to protect small audit firms from negative impact of ISA 600. Many audit clients assume that with ISA 600, a subsidiary company must be audited by the group auditor. Regulators need to socialize that with ISA 600, the subsidiary does not have to be audited by the group auditor, it may still be audited by another audit firms, but the group auditor must supervise and inspect the subsidiary's audit programme and working papers. But it seems that the group auditor does not want to bear the risk. The audit standard board must think about the negative impact of the application of this ISA 600.

Session 4 (C): BUSINESS AND SOCIETY

Date : 5th October 2018
Time : 1045 -1200
Venue : Kenyalang

NATURE OR NURTURE? ENTREPRENEURS TWO FOLD ASSESSMENT IN CORPORATE EFFECTIVENESS

Muhammad Adamu (Universiti Malaysia Sarawak & Bauchi State University, Nigeria),
and **Mahani Mohammad Abdu Shakur** (Universiti Malaysia Sarawak)

Dynamic capabilities of entrepreneurs towards corporate effectiveness has been much recently been of paramount importance to be assessed. The overall aim of this research is to examine the role that nature and nurture (internal and external) factors might play in enhancing the proficiencies of entrepreneurs in corporate organizations. Most studies

were focused on investigating the antecedents for corporate effectiveness from the context of nature factors, but this research focused on both the nature and nurture factors in attaining corporate effectiveness by entrepreneurs. Due to the recent financial crisis and economic downturns, it becomes desirably indispensable to assess the capabilities of entrepreneurs from the twofold assessment of the nature and nurture factors to ensure corporate effectiveness for sustainability. Based on the quantitative approach of this research, the data were collected by the use of a questionnaire as an instrument for the research in a cross-sectional survey. The data was analyzed using PLS-SEM bootstrap and path coefficients. The findings discovered that both the nature and nurture factors together supplement and influences the effectiveness of entrepreneurs in realization of corporate effectiveness. Thus, the results from this research have implications for a new knowledge, researchers and stakeholders.

A QUALITATIVE APPROACH TO THE STUDY OF FACTORS THAT INFLUENCE CHINESE FIRMS TO INVEST IN MALAYSIA

Rohaya Mohd-Nor and Cao Yin (Universiti Malaysia Sarawak)

China is acknowledged as one of the influential nations due to its international trade activities and outward foreign investment strategies. Using a qualitative approach, this study investigates what factors that influence and attract Chinese firms to invest in Malaysia, and in what ways the identified factors affect the firms' approach in managing their business in Malaysia. The research is guided under the Eclectic Paradigm and the Contextual Approach. Data were obtained from a series of interviews that involved eight representatives from eight (8) firms. The outcomes from the research revealed that factors such as market potential, policy, location, communication and infrastructure were perceived by the research participants as important factors that influenced the Chinese firms' intention and decision (i.e., the parent company) to invest in Malaysia. The study also found that market potential, policy and location are the most important factors that affecting the decision to invest. In addition to location, Chinese firms were found to be interested because of the infrastructure support. Whilst Malaysia was viewed as less attractive host country to obtain inexpensive labour, yet the quality of labour force in Malaysia was viewed as attractive. The outcomes from the research offers both theoretical and policy contributions.

THE PROBLEM OF YOUTH HOMELESSNESS IN MALAYSIA: DETERMINANTS, NEED ASSESSMENT AND SOLUTIONS

Parveen Kaur and Koh Hooi Ming (Universiti Malaysia Sarawak)

Homelessness is a global phenomenon that brings tyrannical consequences to the society. The purposes of this study are to investigate the determinants of youth homelessness, the needs of homeless youth population and probable solutions in solving this issue. Mixed method (including Qualitative and quantitative approaches) is applied in collecting the data and information. Convenience sampling and purposive sampling method are employed in selecting the samples. There are seven homeless respondents and ten volunteers participated in this research. The determinants of youth homelessness from the perspective of homeless youth and volunteers were investigated. Besides, the needs of homeless youth were studied. The framework and solutions in addressing youth

homelessness were analyzing in the discussion. Researcher had come out with few recommendations in enhancing and modifying the framework in addressing this issue.

EFFECT OF INVESTMENT RATE AS PROXY REPRESENTATION ON HUMAN RESOURCE ROLE TOWARD BUREAUCRACY IN BOOSTING ECONOMIC GROWTH IN EAST JAVA

Suli Da'im and Hening Widi Oetomo (Sekolah Tinggi Ilmu Ekonomi Indonesia, Indonesia)

East Java is a province that has high enough economic growth. This condition can not be separated from the existing investment rate boost in East Java, either in the form of domestic investment (PMDN), or Foreign Investment (PMA). This study aimed to analyze whether or not the significance effect of investment level represented as proxy role of human resource towards bureaucracy in boosting economic growth. This study conducted in year period, which was from 1994-2016, and used secondary data. The data collected was examined by vector auto regression (VAR) model. This result showed that the effect of investment variables toward GRDP of East Java that was represented by impulsing response function, therefore in the form of domestic investment (PMDN), or Foreign Investment (PMA) change had the significant effect on GRDP, in a relatively long recovery. Whereas by finding investment of variance decomposition variable toward GRDP of East Java, it could be indicated that the effect of investment level was so high in affecting economic growth level, especially economic growth in East Java. The domestic direct investment had a considerable effect on GRDP, which the greatest influence reached out 21, 11% in the third period after shock happened. However, the foreign direct investment seemed quite influential on GRDP, with the greatest influence reached out 43, 34% in the eighteenth period after shock happened.

Session 4 (D): SOCIO-ECONOMIC ISSUES

Date : 5th October 2018
Time : 1045 -1200
Venue : Enseng

SOCIAL IMPACT OF MICROFINANCE ON POVERTY REDUCTION

Saif-Ul-Mujahid Shah, Rossazana Ab-Rahim, Samira Raki (Universiti Malaysia Sarawak) and **Waqas-Ul-Mujahid Shah** (University of Malakand, Pakistan)

Microfinance has become a powerful tool to alleviate the poverty and it has been adopted in both developing and developed countries. Nevertheless, past studies used the economic indicators to measure the impact of microfinance on poverty reduction and few have concentrated on the social indicators. Therefore, the purpose of this paper is to examine first the impact of microfinance as a poverty reduction in terms of social indicators in the rural areas of northern Khyber Pashtun Khawa, Pakistan. Second, the objective of this paper is to check whether the established NGOs in the concern areas have been successful in bringing social change in the life of the beneficiaries. Structural equation model is applied to a sample of 468 microfinance beneficiaries collected through a structured questionnaire. Results revealed two contradictory findings. On the one hand, microfinance has a positive impact on the employment and the empowerment of the beneficiaries. On

the other hand, a non-significant impact of microfinance on the health and education of the beneficiaries is observed. Finally, this paper recommends that more funds and priority should be given to the education and health sector as they are equally important compared to the economic indicators.

ASSESSING THE IMPACT OF SOCIO-ECONOMIC, BUILT-ENVIRONMENT AND PSYCHOLOGICAL FACTORS ON TRAVEL BEHAVIOUR: SOME EVIDENCE FROM SARAWAK URBAN HOUSEHOLDS

Nur Zaimah Ubaidillah (Universiti Malaysia Sarawak, Malaysia)

As car ownership and usage has always been associated with the increase in travel activities, rising standard of living as a result of socio-economic status has always been identified as their key determinants. While the role of socioeconomic has been extensively researched, the role of psychological factors is not fully explored particularly in the case of a developing country. This study investigates the influence of socio-economic, built-environment and psychological factors in influencing the car ownership and vehicle kilometre travelled in Sarawak, Malaysia. Using partial least squares structural equation modelling of 688 urban households in Sarawak, the results show that there is a positive and significant relationship from socio-economic constructs towards both car ownership and use. The psychological constructs specifically social norm and pro-environment attitude are found to be significant determinants for car ownership while attitude towards transport policy is a significant determinant for car vehicle kilometre travelled (VKT). It is crucial for the government to understand the role of the societal norm in constructing transport policy which can effectively influence the travel pattern in Sarawak.

THE ROLE OF SOCIAL CAPITAL IN ENHANCING THE PERFORMANCE OF BUMDes AND COMMUNITY ENTREPRENEURSHIP

Hasan Ubaidillah and **Hening Widi Oetomo** (Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, Indonesia)

BUMDesa (Community-Owned Enterprises) which is a business entity formed by rural communities based on mutual cooperation, volunteerism and openness. The mission of developing BUMDes is to move the village economic wheel by optimizing the potential of the village. This is in line with the village entrepreneurial movement, where the Village is able to optimize all of its potential resources to drive the economy and provide employment for the productive age community and increase community entrepreneurship. The entrepreneurial village movement that can be started with the development and strengthening of BUMDes is expected to reduce urbanization and unemployment rates. The entrepreneurial village (rural entrepreneurship) has become an in-depth study in several countries. For example, Iran, Tanzania, Thailand, Japan and India make rural entrepreneurship studies as a reference for realizing an independent village movement. Even one of the village development strategies in Thailand and Japan is one village one product. This study aims to portray the interrelationship of social capital in the economic development of the village. Village Owned Enterprises (BUMDes) can be said to be products of the social capital. The ideal BUMDes can become the axis of the life of the village community. Because he stands or exists to fulfill the needs of the community, is able to absorb the production capacity of the community, and access is open to all villagers from various elements.

THE IMPACTS OF GOVERNMENT EXPENDITURE ON POVERTY ALLEVIATION IN ARAB SPRING COUNTRIES

Mustafa S Almajdob and Dayang Affizah Awang Marikan (Universiti Malaysia Sarawak)

The emphasis of the study examines the impact of macroeconomic variables i.e. the education, the health on the poverty of selected Arab spring countries over a 15-years period (2000-2014) with the objective of identifying how these variables interact with the poverty, to the purpose of this study annual data is collected from 2000-2014 for some selected Arab countries and analyzed using panel data. It is expected that by estimating the model of the sample countries, poverty has a positive relationship with the health sector (GEH), while the education sector (GEE) in the same sample period has a negative relationship with poverty. Adopting the fixed effect model from the results of the Hausman test at 5% confidence level, results found that government expenditure on health has had a positive effect on poverty in the Arab spring countries region between the period 2000-2014 and government expenditure on education has had a negative insignificant effect on poverty.

Session 4 (E): SPECIAL ISSUES IN MARKETING

Date : 5th October 2018
Time : 1045 -1200
Venue : Berjaya

INDONESIAN HAJJ SATISFACTION DIMENSIONS

Sulistyo Utomo (Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, Indonesia)

Although there is an abundance of studies on leisure tourist satisfaction and perceived quality of respective tourist destinations, these issues have remained largely neglected when it comes to pilgrimage destinations. The aim of this paper is to examine the important issues in the consumption of sacred place within the context of Hajj, the Islamic pilgrimage to Makkah, by investigating the Hajj satisfaction dimensions by using the case of Indonesian Hajj. This study is using HAJQUAL which was developed based on SERVQUAL. Thus, this research extends HAJQUAL and apply it specifically to Indonesian Hajj context as limited English publication investigate Indonesian Hajj. Future research will be suggested

THE SUSTAINABILITY OF ECOTOURISM INDUSTRY: TOWARDS A CONCEPTUALISATION OF ENTREPRENEURIAL COMPETENCIES

Tze Horng Tan, Kim Mee Chong, May Chiun Lo and Abang Azlan Mohamad (Universiti Malaysia Sarawak)

This conceptual paper explores the relationship between the local industry players' entrepreneurial competencies and the sustainability of ecotourism industry in Sarawak. The perceptions and behaviours of the local industry players have a profound impact on the sustainability of the ecotourism industry. This paper attempts to construct a conceptual framework for the ecotourism industry reflecting the impacts of entrepreneurial competencies on the social, economic and environment sustainability in the local context. The entrepreneurial competencies of the local industry players are identified through extensive reviews of previous research and their capabilities and abilities are categorised into ten areas of competencies. These competencies include the strategic, commitment, conceptual, opportunity, organising and leading, relationship, learning, personal, ethical and technical dimension. The framework suggests further empirical research in the local ecotourism industry to validate the model. This paper shall benefit future researchers and relevant stakeholders in understanding various entrepreneurial competencies and their impacts on the ecotourism sustainability in Sarawak, Malaysia.

ASEAN ECONOMIC COMMUNITY AND THE MANAGEMENT ACCOUNTING PROFESSION IN INDONESIA: QUO VADIS?

Desi Adhariani (Universitas Indonesia)

This study is aimed to assess Indonesian management accountants' capabilities to face challenges and opportunities in the ASEAN Economic Community (AEC) era; as well as to identify required skills needed and the training or development programs that can support the achievement of the qualification standards. A survey is administered and distributed using a convenience sampling method, resulting in 191 valid responses. Findings show that top skills needed in the AEC era identified by respondents are soft skills, technical accounting capabilities, and language skills. Unfortunately, language capabilities and soft skills were deemed as the most lacking skills, and training in this areas are deemed to be important. The skills and knowledge upgrade is needed to take benefits of opportunities offered by AEC for Indonesian businesses, especially professional accountants, who will join a bigger market not limited by borders. The findings from this study can inform executives and national leader in developing capacity and capability of Indonesian management accountants to face competition in the ASEAN region.

Session 4 (F): ECONOMICS AND FINANCE

Date : 5th October 2018
Time : 1045 -1200
Venue : Selasih

EXECUTIVES COMPENSATION IN CHINA: GOVERNANCE AND CONTROL

Josephine Yau Tan Hwang, Jerome Kueh Swee Hui, Audrey Liwan, Rosita binti Hamdan and Xiong Fan (Universiti Malaysia Sarawak, Malaysia)

Starting from 2002, the China government implemented the regulation for public companies to disclose the payment of executives in China, the issue of payment for executives has gained the research interest of scholars. This study investigates the determinants of executive's compensation of Shenzhen stock exchange- SZSE 100 return index firms from 2011-2015. The multiple regression analysis is employed in this study and we found firm performance and firm size is positive and significantly related to the executives compensation in China. Additionally, government control has been found to have negative significant effect on executive's compensation. Nevertheless, we found corporate governance and share ownership has not exerted the function on the compensation of executive in China listed firms. Based on these findings, this paper provides suggestion and policy implication on the improvement of incentive system, the optimization of corporate governance mechanism and the establishment of long-term incentive system for China public companies.

DOES COMPLEXITY MATTER? EVIDENCE FROM PUBLIC PROCUREMENT OF INDONESIAN LOCAL GOVERNMENT

Anda Dwiharyadi, Hilda Rossieta, Chaerul D Djakman and Bambang Pamungkas (Universitas Indonesia, Indonesia)

The purpose of this study is to investigate whether the complexity of procurement is a matter. We examine the effect of complexity of procurement on local government performance and financial losses as well. However, the complexity criteria available at this time do not represent the existing procurement characteristics of local governments in Indonesia. For this reason, we designed the procurement complexity index by using procurement project datas available at the electronic procurement service institution.to identify the level of complexity of procurement. We refer to Technical, Organizational, Environmental (TOE) Framework to employ the complexity element and Analytic Hierarchy Process (AHP) to consider logical consistency in the assessment used to determine the priorities. The results show that complexity of procurement has a negative effect on performance and has a positive effect on local government financial losses. Thus, the complexity of procurement is a matter that should be dealt with, reduce or avoided.

LOCAL GOVERNMENT SPENDING AND FINANCIAL PERFORMANCE: MODERATING ROLE OF POLITICAL DYNASTY

Hidayah Asfaro Saragih and Dyah Setyaningrum (Universitas Indoneisa, Indonesia)

This study investigates the effect of local government spending on local government financial performance. The study further examines the moderating effect of political dynasty on the relationship between local government spending and financial performance. There are 2929 observations analyzed during the period of 2010-2015 using multiple regression with fixed effect approach. The findings show that local government spending positively affects financial performance. Moreover, the study reveals that political dynasty weakens the positive effect of local government spending on financial performance. These findings might become valuable inputs for the central government to formulate policy and mechanisms to curb the practice of political dynasty, owing to the fact that it negatively moderates the performance of local government.

UNDERSTANDING ISSUES OF AFFORDABLE HOUSING IN MALAYSIA TO ATTRACT INVESTMENT: AN EXPLORATORY INVESTIGATION

Mohd Ariff Mohd Daud, Saiful Azhar Rosli and Zulkarnain Muhamad Sori (INCEIF, Malaysia)

This study attempt to investigate issues that become impediments in providing houses that are affordable for Malaysian population. These issues need to be identified and resolved, as it hinder the potential private investment in affordable housing initiatives. A qualitative technique via interviews with economists, developers, and institutional investors are conducted to achieve this aim. The study discovers seven major issues of affordable housing in Malaysia which are policies, urban design and planning, supply and demand, financing and price, subsidy and quota, costs, as well as research and development. These findings may provide valuable insight for policy makers in identifying and resolving the issues of affordable housing, which may then may create potential avenue for private investment to alleviate the issue of shortage of affordable housing.

Session 5 (A): CORPORATE FINANCE

Date : 5th October 2018
Time : 1415 -1515
Venue : Ballroom 1

EFFECT OF CAPITAL STRUCTURE ON TAX PLANNING: INSIGHT FROM INDONESIA LISTED COMPANIES

Maria Kontesa and Cinthya Grahita (STIE Widya Dharma Pontianak, Indonesia)

This study aims to examine the effect of capital structure on tax planning of 120 Indonesia listed companies over 2011 to 2015 period. This research uses agency theory and

stakeholder theory as the theoretical framework in investigating the causal effect. The robust fixed effect model shows that the size of the company has a negative effect on tax planning, while the capital structure and profitability have no effect on tax planning. This means that tax planning is determined more on firm's economies of scale rather than its managerial behaviour. Changing accounting accrual policy from debt to equity (capitalization) or vice versa is not related to the tax planning of a firm. This research refuses agency theory in capital structure- tax planning association. Future research may look on the governance role on tax planning.

ANALYSIS OF GOOD CORPORATE GOVERNANCE IMPLEMENTATION IN STARTUP COMPANY: CASE STUDY ON PT KIOSON KOMERSIAL INDONESIA TBK

Achmad Rifky Fauzi and Ratna Wardhani (Universitas Indonesia, Indonesia)

Initial Public Offering (IPO) is one of the funding sources for startup companies. As a public company, good corporate governance (GCG) implementation becomes an obligation for startup company. This study analyzes GCG implementation in one of the listed startup companies on Indonesia Stock Exchange (IDX), namely PT Kioson Komersial Indonesia Tbk (Kioson), by using the ASEAN Corporate Governance Scorecard as a guide. The result is the principle of responsibilities of the boards is the best practices than the other principles, that are rights of shareholders, equitable treatment of shareholders, role of stakeholders, and disclosure and transparency. It is based on Kioson that has formed the company's organ and its work guidance in accordance with existing regulations. But overall it still needs improvement in the application of each principle to be able to adapt to GCG implementation standards set by the regulator considering that Kioson is a company that has just become a go public company.

LEVERAGING OF BUSINESS GROWTH STRATEGIES FOR SUPERIOR FIRM PERFORMANCE IN THE MALAYSIAN PROPERTY SECTOR

Kartinah Ayupp, Daw Tin Hla and Mohd Waliuddin Mohd Razali (Universiti Malaysia Sarawak)

This paper aims to highlight the importance of choosing the correct types of business growth strategies to ensure a fit with the business environment for firm's superior performance. The Malaysian property sector was chosen due to its dynamic nature and its importance to the country's economic growth. The scope of the study covers seventy-six property-sector firms listed under Bursa Malaysia, with 15 years of time span coverage data used. Factors that affect the dynamics of growth strategy activities were studied to see the connection with a firm's superior financial performance. Both quantitative and qualitative data analysis were utilised, that are; the qualitative analysis for the level of growth strategy, while the panel data regression technique comprises the grouping of the time series data and cross-sectional data to examine performance and other relevant factors. The findings show that high performance firms adopt business growth strategies in the area of product development, new market and also practice risk management. Panel regression results indicate that these business growth strategies have a positive impact on the superior firm performance of the business.

EARNINGS MANAGEMENT AND AUDIT SERVICE COSTS IN FIVE ASEAN COUNTRIES

Berliana Anggun Dewinta and Aria Farah Mita (Universitas Indonesia, Indonesia)

This research aims to provide empirical evidence about the effect of earnings management on audit fee. It is argued that the higher level of earnings management means higher audit risk, so the auditor will charge higher audit fee. This research is conducted on listed companies in five ASEAN countries, i.e. Indonesia, Singapore, Malaysia, Thailand and Philippine. The samples are 5.396 firm-years listed companies in ASEAN from 2010-2014. The result of this study found that earnings management will increase the audit fee. It implies that earnings management indicates a higher inherent risk faced by the auditor.

Session 5 (B): ACCOUNTING AND FINANCE

Date : 5th October 2018
Time : 1415 -1515
Venue : Ballroom 2

EFFECTS OF CAPITAL STRUCTURE ON THE PERFORMANCE OF COMMERCIAL BANKS IN NIGERIA

Akindele Jamiu Adenivi, Asri Marsidi and Adedeji Samuel Babatunji (Universiti Malaysia Sarawak, Malaysia)

Decision relating to capital structure is of great important to an organization as capital performs several indispensable functions in the operations of banks, among which are to mitigate against risk and fragility, maintenance of public confidence as well as enhancing deposits mobilization and efficiency, it is imperative for managers to choose an appropriate financing mix which is a key decision for the growth and going concern of any business enterprise. This study used profit after tax (PAT) and earnings per share (EPS) as a measure of performance and employed panel regression technique to analyse data collected from a sample of fourteen quoted commercial banks between 2009 to 2016. The result shows a significant relationship between debt and profitability of commercial banks in Nigeria. The study concludes that debt can be significantly influenced by liquidity and shareholders' wealth. Consequently, the study recommend that commercial bank managers should not depend on debt capital as a source of financing the organization capital structure but rather use retained earnings of the business and consider debt as the least alternatives.

IFRS ADOPTION IN ASEAN COUNTRIES: IS LOCATION OF THE EARNINGS PRESENTATION MATTERS FOR INVESTORS?

Aria Farah Mita, Sylvia Veronica, Viska Anggraita and Fitriany (Universitas Indonesia, Indonesia)

The objective of this study is to examine the value relevance of the Other Comprehensive Income (OCI) after the adoption of International Accounting Standard regarding the presentation of financial statements (IAS No.1 revised 2009). IAS No. 1 requires that the presentation of the changes in OCI is summarized and relocated to the statement of

comprehensive income. The presentation of the OCI together with the presentation of net income in one statement of comprehensive income will better be processed by the users of financial statements in assessing the companies' performance. The study covers the period from 2004 to 2017 to include periods before the adoption and after adoption of IAS No. 1 (2009). The study focuses on ASEAN 5 countries, i.e. Indonesia, Malaysia, Philippines, Singapore and Thailand. The result of the study found that the OCI has higher value relevance after the adoption of IAS No. 1 (2009). The result shows that the location of the presentation of companies' earnings is matters for investors.

TAX INCENTIVE, CSR AND TAX AVOIDANCE: EVIDENCE FROM INDONESIA

Wira Vidia and Ratna Wardhani (Universitas Indonesia, Indonesia)

This study aims to examine the influence of the issuance of PP No. 93 year 2010 about tax incentives on specific CSR spending on CSR activity and the level of tax avoidance. Using a sample of manufacturing companies from 2008 until 2015, this study finds that there is an increase in the average CSR activity between 2008 and 2015. But the regression results show that the improvement of CSR activity is not caused by the issuance of PP No. 93 2010. Furthermore, this research documents that there is a decline in the average level of tax avoidance from period of before and after the issuance of the regulation. Finally, this research proves that the level of tax avoidance does not affect the CSR activity, and PP No. 93 2010 does not affect the relationship between the level of tax avoidance and CSR activity. From the additional analysis based on the limited interview, this study also concludes that most of the company does not know the existence of tax incentives on specific CSR spending and CSR activity of the company is not based on the tax incentive of CSR spending.

Session 5 (C): DEVELOPMENT ECONOMICS

Date : 5th October 2018
Time : 1415 -1515
Venue : Kenyalang

A DYNAMIC RELATIONSHIP BETWEEN CO2 EMISSION, ENERGY SUBSIDY AND OUTPUT IN MALAYSIA

Dzul Hadzwan Husaini, Rossazana A-Rahim and Dayang Affizah Awang Marikan (Multimedia University, Malaysia) and **Hooi Hooi Lean** (Universiti Sains Malaysia, Malaysia)

Malaysia is a net oil exporter and among the highest economies in southeast Asia to spend a huge amount of subsidy on energy consumption. Subsidy on energy grants by the government lead an economic production to gain a cost advantage and consequently encourage the production to be extended. Hence, it would be interesting to investigate the causal relationship between energy subsidy, output and CO2 emission by adapting Environmental Kuznet Curve (EKC) theory in our empirical model framework. This paper employs Toda Yamamoto and VECM granger causality test to analyze a time series data of 1978-2016. The results offer the existence of unidirection relationship from output to CO2

emission. Furthermore, the results of VECM granger causality show energy subsidy and output foster CO₂ emission in the long run. The findings imply CO₂ emission responds to a couple change of energy subsidy and output in the long run; while the output causes CO₂ emission in both long run and short run. An economy tends to increase its energy dependency that lead to higher CO₂ emission. It is responded to higher value of energy subsidy has allocated in the market which consequently push down energy price below the market price. A higher CO₂ emission translates by higher output in energy-intensive industry which gains cost advantage respect to the higher value energy subsidy distributed by the government. The finding of output causes CO₂ emission is found to be in line with EKC theory where a direct progress of economic growth will cause to improve or not to improve environment.

THE INFLUENCE OF TRANSPORT INVESTMENT ON TOTAL FACTOR PRODUCTIVITY

Nur Syiqim Mohd Syafiq Felix and Muhammad Asraf Abdullah (Universiti Malaysia Sarawak, Malaysia)

This paper explores the relationship between transport investment (TRI) and total factor productivity (TFP) which covers 12 countries of Asia Pacific. The TFP is measured by using the methodology of Malmquist index method based on DEA technique over the period of 2007-2016. The TFP change result is then use for second stage regression which adopt Pooled Ordinary Least Square (POLS) covering 2011-2015. The study's result revealed negative influence of TRI on productivity. The negative relationship outcome is due to the fact that a unit of increment in TRI need to be followed by a unit of reduction in other government expenditure provided that the size of total expenditure is fixed. This finding should make an important contribution to the field of economic development.

TRANSITION TO LOW CARBON ECONOMY THROUGH CARBON DIOXIDE EMISSION REDUCTION IN POWER GENERATION SECTOR IN MALAYSIA

Audrey Liwan, Mohd Khairul Hisyam Hassan, Jerome Kueh Swee Hui, Rosita Hamdan, Josephine Yau Tan Hwang and Candice Kok (Universiti Malaysia Sarawak, Malaysia)

The economy growth is always the attention focal point to all country. However, the economy growth impacts the protecting environment and vice-versa. The contradiction between the environment and the development of economy are getting more serious. The low carbon economy should be one of the future choice for sustainable development. This study attempts to examine the reduction of carbon dioxide (CO₂) emission through different scenarios of economic growth and renewable energy mixed. There are three scenarios developed, namely Business-As-Usual (BAU), Ambitious 1 (AMB 1) and Ambitious 2 (AMB 2). Scenario analysis method and Long-range Energy Alternatives Planning System (LEAP) model were employed in this study. The results show AMB 1 was the most ideal scenario to strike the balance between economic development and environmental sustainability. It is recommended that power generation sector should opt for more renewable energy such as biomass, solar pv and small hydropower. In addition, integration between government agency, suppliers' and consumers' were needed to achieve Malaysia's commitment to reduce carbon emission.

THE SCOPE AND ROLE OF ECO-LABELING TO PROMOTE ENVIRONMENTALLY SUSTAINABLE CONSUMPTION BEHAVIOR: A LITERATURE REVIEW

Khan Md Raziuddin Taufique, Samuel Adeyinka-Ojo and Shamsul Kamairah Abdullah (Curtin University)

Intergovernmental Panel on Climate Change (IPCC) reports that human activity is the major cause of recent global warming. The report specifically emphasizes the adverse effect of consumption patterns on climate change and that this effect is accelerating at a much faster rate than previously thought. Experiences in many countries suggest that environmentally conscious consumer behavior can play a vital role in curbing the environmental deterioration. Eco-labels are considered to be one of the important tools to educate the consumers about environmental aspect of production and consumption. A growing number of environmental labels have been developed by many individual companies, industrial sectors and nongovernment organizations, as well as national and international government organizations. From the consumers' perspective, eco-labels are anticipated to ease uncertainty about the environmental performance of products and enable consumers to choose less environmentally harmful products, as well as serve as an informational cue to consumers about a good's environmental characteristics. This paper aims at pinpointing the scope and role of eco-labeling in promoting environmentally sustainable consumer behavior. The study uses qualitative approach where the materials are extracted from published research articles and other relevant reports.

Session 5 (D): BUSINESS AND SOCIETY

Date : 5th October 2018
Time : 1415 -1515
Venue : Enseng

POLITICAL DYNASTIES AND THE MODERATING ROLE OF GOOD PUBLIC GOVERNANCE

Dyah Setyaningrum and Hidayah Asfaro Saragih (Universitas Indonesia, Indonesia)

The purpose of this study is to investigate the phenomena of political dynasties in Indonesia and its effect on local government performance. Moreover, this study also examines the moderating role of good public governance on the relationship between political dynasties and local government performance. Good public governance (GPG) is measured by GPG Index based on public governance principles from The Indonesian National Committee on Governance Policy. Political dynasties define as the condition where local government head/vice head has a family connection with head/vice head from previous period (regeneration model) or with head/vice head in other local government (cross-regional model) or with legislative member both in the same/different areas (cross-room model). We use paired matched sample from local government (districts and cities) in Indonesia during 2010-2015. The result shows that political dynasties negatively affect local government performance. Good public governance is proven to weaken the negative effect of political dynasties on the local government performance. Indonesia's central government need to regulate the practice of political dynasty as it is proved to decrease local government performance. In the other hand, the good public governance

implementation can become an effective tool in reducing the negative effects of political dynasties.

BIG DATA AND THE ART OF FORECASTING 2018 GENERAL ELECTION RESULTS IN MALAYSIA

Mohd Khairul Hisyam bin Hassan and Akmal Hisham bin Tak (Universiti Malaysia Sarawak, Malaysia)

In the modern world with the advent of digital economy whereby millions of data can be processed within seconds many new applications have been invented and developed for the businesses to remain competitive, efficient and able to create value. This phenomenal comparative advantage continued to challenge organisations to develop new applications and instruments to be ahead than the competitors. Adopting the same strategy many research houses, charitable organisations and educational institutions are adopting the digital economy instruments to remain competitive. Last few years digital economy instruments such as big data and data analytics are used to predict election results. The methods were developed initially in United States of America using statistical model and big data technology to predict United States Presidential election result. When making comparison between predictions and the actual election results the accuracy can be considered mixed with some research houses were making almost perfect prediction whilst some were totally off the mark. In Malaysia, many research houses were doing the same with big data and data analytics methods to predict general election results. The paper discusses on the effectiveness of the methods used in predicting 2018 general election results. The lessons learnt can be shared with other countries who are going through a general election process.

THE INFLUENCE OF MARKET ORIENTATION ON ORGANIZATIONAL PERFORMANCE MEDIATED BY ORGANIZATIONAL INNOVATION (ON THE USERS OF PT TERMINAL TELUK LAMONG SURABAYA SERVICES)

Arianto Duddy Prasetyo (Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Indonesia) and **Nuri Purwanto** (Sekolah Tinggi Ilmu Ekonomi PGRI Dewantara Jombang, Indonesia)

This research aims to determine the effect of marketing orientation on organizational performance mediated by organizational innovation in the users of PT Terminal Teluk Lamong Surabaya services. The population in this research is all service users (companies) with export-import activities. The sample of this research is service users (companies) that have stood for at least five years and use the services of PT Terminal Teluk Lamong Surabaya at least 150 times a year as many as 157 companies. Data analysis uses Structural Equation Model. The conclusion of this research are: (1) there is an influence of market orientation on organizational innovation; (2) there is an influence of organizational innovation on organizational performance; (3) there is an influence of organizational innovation on organizational performance.

SESSION 5 (E): MACROECONOMICS

Date : 5th October 2018
Time : 1415 -1515
Venue : Berjaya

PATTERN AND DETERMINANTS OF INTRA-INDUSTRY TRADE BETWEEN ASEAN-5 AND UNITED STATES

Hor-Wai Lim and Mui-Yin Chin (Tunku Abdul Rahman University College)

Intra-industry trade (IIT) has gained in importance in ASEAN as a result of the rapid growth of ASEAN and their key role in the international fragmentation of production. The purpose of this study is to analyze the recent trade pattern and determinants of intra industry trade (IIT) in manufacturing sector between ASEAN-5 namely Indonesia, Malaysia, Philippines, Singapore and Thailand and United States by applying econometric techniques. This study employed trade data of ASEAN-5 with United States from SITC 5 to SITC 8 categories at four digits for over a period of 20 years from 1996 to 2015 using static panel model. In addition, this study further decompose IIT into horizontal intra-industry trade (HIIT) and vertical intra-industry trade (VIIT) to measure the pattern of trade of ASEAN-5. The findings shows that all the independent variables namely foreign direct investment, real gross domestic product and trade openness have positive relationship with both of the dependent variable horizontal intra-industry trade and vertical intra-industry trade. Besides, the result of this study also suggested that market size and trade openness is a crucial factor in determining HIIT and VIIT. However, foreign direct investment is found to be significant in VIIT only.

THE EFFECT OF HUMAN DEVELOPMENT INDEX (HDI) AND GROSS REGIONAL DOMESTIC PRODUCT (GRDP) TO THE NUMBER OF POOR POPULATION IN EAST JAVA PROVINCE

Ir Endang Sulastri (Sekolah Tinggi Ilmu Ekonomi Indonesia, Indonesia)

Poverty has become a global issue that must be addressed together. That is why in 17 sustainable development goals (SDGs) world leaders agreed to alleviate poverty. It is an achievement for East Java as a province with a large population in Indonesia capable of reducing the number of poor people in a row over the past few years. In 2012 recorded East Java poor 4.99 million and then decreased successively from 2013 to 2016 to 4.89 million, 4.75 million, 4.79 million and 4.70 million. Variables that influence the rise and fall of the number of poor people that the object of this study. Through the literature study it was decided to examine whether the Human Development Index (HDI) and Gross Regional Domestic Product (GRDP) have an influence on the rise and fall of the number of poor people in East Java. By using Multiple Linear Regression obtained results that the HDI has a significant negative effect on the number of poor people while PDRB has a positive influence on the number of poor people. While together these two variables significantly affect the number of poor people with R-Square 61.86%.

ASYMMETRIC EFFECTS OF EXCHANGE RATE CHANGES ON THE DEMAND FOR DIVISIA MONEY IN MALAYSIA

Leong Choi Meng (UCSI University, Malaysia) and **Puah Chin Hong** (Universiti Malaysia Sarawak)

Financial liberalization has put forward the transformation to the financial market as more interest-bearing financial derivatives are introduced and the market becomes more integrated. The performance of the equal weighted monetary aggregates has been affected and therefore disrupt the stability of money demand. The effectiveness of monetary policy is a concern as the stability of money demand is required for a stable velocity derivation. Thus, the aim of this study is to derive a stable money demand function by considering the type of monetary aggregate included for estimation and the missing determinants of money demand. First, Divisia monetary aggregate is employed for the money demand estimation in Malaysia. Second, exchange rate is included as a determinant for money demand by employing the nonlinear autoregressive distributed lag approach (NARDL) to capture the asymmetric effects of exchange rate changes. The results indicate that all variables are bounded together in the long run and the model is stable. Asymmetric effects exist in the short-run for both appreciation and depreciation. Long-run asymmetric effects only preserve in the currency appreciation in which substitution effect exists between exchange rate and money demand. A stable money demand function contributes to the formulation of monetary policy in Malaysia.

SESSION 6 (A): MACROECONOMICS

Date : 5th October 2018
Time : 1515 -1600
Venue : Ballroom 1

THE EAST JAVA PROVINCIAL GOVERNMENT STRATEGIES TO ATTRACT FOREIGN DIRECT INVESTMENT (FDI) WITH AN EMPIRICAL STUDY

Firtian Judiswandarta (Sekolah Tinggi Ilmu Ekonomi (STIESIA) Surabaya, Indonesia)

This paper dwells on the investment strategies in attracting FDI into East Java Government, the investment reforms have been expected to become a major factor responsible for the increased FDI inflow in to Indonesia, these reforms including political system, economic management and government administration. Despite of the several efforts such as the far reaching reform in the conomy done by East Java Government to increase FDI inflows in the country, the results are far from satisfactory. It has been revealed that the unsatisfactory FDI inflow into East Java Governmwent is primarily caused by the improper strategies resulted from the inadequacy of FDI determinants in the country. The study found that East Java Government lacks the adequate strategies due to poor FDI determinants that would attract a substantial FDI inflow into the country. This makes it necessary for the country to make sure that the determinants like better infrastructure, adequacy of government agencies; favorable macro economic, political conditions are available in adequate amount and quality. It is concluded that proper strategies in

influencing investment regulatory frameworks, policies that promote macroeconomic stability, improved physical infrastructure and institutional reforms are important in attracting more FDIs into a country and therefore are highly recommended.

MACROECONOMIC DETERMINANTS OF FDI INFLOWS IN CAMBODIA, LAOS, MYANMAR AND VIETNAM

Soo Xin Lin, Jerome Kueh and Josephine Yau (Universiti of Malaysia Sarawak)

The main objective of this study is to examine the macroeconomics determinants of FDI inflows in Cambodia, Laos, Myanmar, and Vietnam. There are many factors obstruct the ability in attracting investments into developing countries. The selected macroeconomics determinants are market size, inflation rate, openness, real effective exchange rate and labor force. This study covered from 2000 to 2016 using annually data. The methods adopted are panel unit root tests, panel cointegration tests, Fully-Modified Ordinary Least Square (FMOLS) and panel Granger causality. The study findings indicate that all the exogenous variables are cointegrated and significant in influencing FDI inflow. However, in the short run, there is only unidirectional causal relationship.

IS BRI OF CHINA A STIMULUS TO MALAYSIAN ECONOMY?

You Hui Li (Tunku Abdul Rahman University College), **Goh Han Hwa** (Multimedia University) and **Tan Kim Leng** (Monash University Malaysia)

The building of transportation and infrastructure networks through the Belt and Road Initiative (BRI), a bid from China to enhance regional connectivity, is aimed at providing a predominant worldwide platform for economic collaboration to accelerate economic growth across the Asia Pacific area, including Malaysia. It is therefore important to explore how BRI will affect Malaysia's economic growth. This paper examines both short-run dynamics and long-run relationship between China's FDI inflows to Malaysia, total Malaysia's export to China, Malaysian external debt and economic growth using quarterly data from 2008Q1 to 2017Q4. Our empirical results denote that there are positive relationships between Malaysian economic growth (represented by LGDP) and total Malaysia's export to China (LEX) as well as China's FDI inflows to Malaysia in the long run. Besides, Malaysian external debt (LED) is also found to be significantly affecting its economic growth positively in the long run. There is strong evidence of unidirectional short-run causalities from total Malaysia's export to China and China's FDI inflows to Malaysian economic growth. Meanwhile, the Malaysian economic growth as well as total Malaysia's export to China both granger cause the external debt of Malaysia in the short run. No doubt, going into partnership with China via BRI would vigorously stimulate Malaysian global trade and thus expediting the process of realising its Vision 2020 of becoming a high-income-and-high-growth country.

SESSION 6 (B): DIGITAL ECONOMY AND BUSINESS

Date : 5th October 2018
Time : 1515 -1600
Venue : Ballroom 2

PUZZLING BITCOIN PRICE BEHAVIOUR: FUNDAMENTAL DETERMINANT IN QUANTILE REGRESSION PERSPECTIVE

Jasman Tuyona (Universiti Teknologi MARA, Sabah) and **Zamri Ahmad** (Universiti Sains Malaysia)

Bitcoin price behaviour in the marketplace remains puzzling to many stakeholders. This paper examines the statistical characteristics and determinants of Bitcoin price behaviour. The timeframe for the analysis is from 2011 to 2018 with daily data observations. In the statistical characteristics analysis, a series of descriptive and diagnostic statistical tests are performed to uncover the behaviour of Bitcoin price behaviour. In the determinants analysis, 7 key demands (market capitalization, Bitcoin in circulation, mining, and block chain) and supply (traded volume, networking, and block chain wallet) factors with a total of 12 proxies are examined. The research uses a quantile regression, a nonparametric method that is more efficient in modelling Bitcoin price determinants given its stylized facts behaviour. As a robust measure, the analysis is performed for 3 sub-samples to mitigate heterogeneity of the results due to time factor. The results revealed that all of these fundamental factors are significantly influencing the Bitcoin price formation despite with varying degree of influence given different market conditions (declining or raising market conditions). The results highlight new emerging insights on Bitcoin fundamental price determinants that are theoretically and practically relevant to various Bitcoin's stakeholders.

DIGITAL DEVELOPMENT AND ECONOMIC GROWTH IN MALAYSIA: APPLYING RESPONSE SURFACES FOR CRITICAL BOUNDS OF COINTEGRATION TEST

Jarita Duasa (International Islamic University Malaysia) and **Rozita Zainal Abidin** (Universiti Putra Malaysia)

The study attempts to analyse the relationship between digital development and economic growth in Malaysia using small sample data. Using bound testing technique of cointegration, the new critical values of the test is recalculated to fit for small sample data based on response surface suggested by Turner (2006). The study finds that digital variable effect Malaysian economic growth positively in the long run but digital variable is found to affect economic growth negatively in the short run.

CHALLENGES FACING ONLINE SMALL-SCALE BUSINESSES IN BORNEO COMMUNITY

Akeem Olowolayemo, Diyana Dhamira Roslan (Universiti Malaysia Sarawak) and **Rodilyn Jalapadan Delgado** (Seth Computer Services, Poblacion, Philippines)

This work focuses on the challenges of selling and buying online, specifically for small scale businesses in the local areas of Borneo communities. It is a preliminary finding on how online shopping apps can be implemented appropriately to cater to the needs of small scale business owners to foster socioeconomic development of the local communities. The present approach by many small scale business owners is to advertise their products on their personal or group pages on social media such as Facebook, Instagram, Whatsapp etc. Unlike many well established online e-business websites that have trust and sufficient goodwill to promote their products or sell online, small scale or personal businesses do not have similar opportunities. Therefore, it is intended to create products information system useful to personal or small business owners which will facilitate these groups of sellers to advertise and sell their products in a more convenient and efficient fashion while the buyers on the other hand could more easily to buy their desired products. This in turn has the potential to improve economic activities in the Borneo communities and other neighbouring countries. However, implementation of the product information system/app is not without its challenges. This work discusses the current challenges witnessed in the local communities and sharing the experiences of some of the personal or small scale business owners, while presenting some strategies for going forward to full implementation of the products information systems in the rural communities.

SESSION 6 (C): MANAGEMENT STUDIES

Date : 5th October 2018
Time : 1515 -1600
Venue : Kenyalang

A MODERATING IMPACT OF ISO 14001 CERTIFIED FIRMS ON REVERSE LOGISTICS IMPLEMENTATION: ANALYSIS OF A SECOND-ORDER MODEL

Yudi Fernando, Muhammad Shabir Shaharudin and Hasnah Harun (Universiti Malaysia Pahang, Malaysia), **Noorzihan Abd Karim and Yuvaraj Ganesan** (Universiti Sains Malaysia, Malaysia)

The aim of this study is to investigate the moderating impact of ISO 14001 certified firms on reverse logistics implementation and firm resilience. A proposed model was developed using constructive and reflective constructs with second order analysis. The data was collected from 123 Malaysia automotive industry. The ISO 14001 certified firms have proven moderate the relationship between reverse logistics implementation and firm resilience. The findings contribute to a better understanding in term of critical domains of reverse logistics to safe the manufacturing firms from uncertain business factors and survival. Malaysian automotive industry with the pressure of economic turbulence and quality requirements must be able to manage the sources of raw materials, demand

management, production cost and distribution channels to avoid the rising price of automotive products.

A MEDIATING MODEL OF RESOURCE COMMITMENT, REVERSE LOGISTICS AND FINANCIAL PERFORMANCE: IMPORTANCE-PERFORMANCE MAP ANALYSIS

Yudi Fernando, Muhammad Shabir Shaharudin and Ishak Ismail (Universiti Malaysia Pahang, Malaysia), **Yew Shu Qi and Yuvaraj Ganesan** (Universiti Sains Malaysia, Malaysia)

The aim of this paper is to examine a mediating model of resource commitment, reverse logistics and financial performance. In addition, this paper presents the importance-performance map analysis (IMPA) to examine the critical domains of resource commitment and reverse logistics on financial performance. This study conducted a survey among 113 manufacturing companies including first tier and second tier suppliers in automotive industry. The results of the study indicated that important of resource commitment makes reverse logistics program more effective and efficient. The results provide empirical evidence of the mediating impact of reverse logistics on the relationship between resource commitment and financial performance. As the evidence show in this study, the finding has opened new research and development opportunities to identify new alternatives income source to a company and generate benefits from resource commitment in reverse logistic activities while comply with environmental standard.

THE IMPACT OF PERCEIVED SUPERVISOR SUPPORT, PERCEIVED ORGANIZATIONAL SUPPORT, AND LEARNING OPPORTUNITITIES ON MILLENIALS WORK ENGAGEMENT IN STATE OWNED BANK

Yoan Odelia and Imbuh Sulistiarini (Universitas Indonesia, Indonesia)

This study aims to identify the impact of perceived supervisor support, perceived organizational support, and learning opportunities on millenials work engagement in state owned bank. The research was conducted by distributing online and offline questionnaire to the permanent employees of BUMN banks that were born in 1980-2000 and have worked for at least one year. After the data were processed using SEM, there was a significant direct effect of perceived supervisor support and perceived organizational support to work engagement.

SESSION 6 (D): STRATEGIC MANAGEMENT

Date : 5th October 2018
Time : 1515 -1600
Venue : Enseng

INVESTIGATING EMPLOYEES' VIEWS ON FRAUD AWARENESS AND ANTI FRAUD STRATEGY

Dyah Vita Astriana and Desi Ashariani (Universitas Indonesia, Indonesia)

The purpose of this study is to analyze the implementation of anti-fraud strategy, and to find out the level of fraud awareness of the employees in XYZ Inc., one of self-regulatory organization in Indonesia. Focus of this study are the implementation of fraud prevention, detection, and response in XYZ Inc., and analyzing employees' perception regarding reasons of fraud and implementation of anti-fraud strategy in XYZ Inc. as parts of fraud awareness topic. Based on the study, XYZ Inc. has been implementing the anti-fraud strategy effectively as an effort to implement good corporate governance through prevention, detection, and responses to fraud, such as investigation and corrective actions. Variances in the perceptions regarding causes of fraud in XYZ Inc. are not found within gender groups. However, significant and insignificant variances based on age group are still found on several factors of fraud occurrence, such as the weak and neglected internal control system, the partially implemented procedures, inadequate recruitment system, inadequate knowledge of fraud within employees and management, and the management's weak supervision. The reasons behind those variances are the difference in managerial levels, divisions, and leadership style. The perceptive statements are also found in certain reasons of fraud in XYZ Inc. that cause variance within employees' perception. Variances in the perception regarding efforts to reduce fraud in XYZ Inc. within both genders and age groups. The similarity in employees' perception is caused by certain intervention factors in XYZ Inc., such as internalization of organizational goals, values, culture, and regulations for new employees. Organizational goals, values, culture, and regulations are also socialized periodically to current employees.

CREATING A COMPETITIVE MARKET STRUCTURE IN MALAYSIA THROUGH A FAIR TRADING RULES LEVERAGING ON THE DEVELOPMENT OF FINANCIAL TECHNOLOGY

Muhammad Hafiz bin Mohd Shukri and Akmal Hisham bin Tak (Universiti Malaysia Sarawak, Malaysia)

Since independence Malaysian economic structures have been transformed from a rural and agriculture based economy to a modern, high-technology and service oriented economy. The transformations are at various stages of developments and these were made possible with the advancement of digital economy in particular on the area of financial technology. The vibrant development of the technology has transformed the market structure from a protected, monopolistic and rent-seeking structure to a competitive environment. In addition the government has enacted Competition Acts which imposed fair trading rules. Purpose of this the paper to discuss on the market transformation that have taken place in six businesses namely goods and services, financial services, telecommunication, airline, energy and oil and gas sectors. Based on the transformations that have taken place to highlight that after the implementation of fair trading rules and

leveraging on financial technology tools the businesses able be competitive globally and create value.

THE ROLE OF TOP MANAGEMENT COMMITMENT IN ENHANCING THE COMPETITIVE ADVANTAGE THROUGH ERP INTEGRATION AND PURCHASING STRATEGY

Hotlan Siagian and Zeplin Jiwa Husada Tarigan (Petra Christian University, Indonesia)

This study examined the role of the top management commitment in enhancing the competitive advantage through the ERP integration and the purchasing strategy. Data was collected using questionnaires from 49 manufacturing companies domiciled in the region of East Java, Indonesia. Partial least square (PLS) technique using the software version 3.0 was used to analyze the data to assess the measurement and the inner model of the research. The result of the study indicated that six proposed hypotheses are supported. Top management commitment influences ERP integration, top management commitment influences the purchasing strategy, top management commitment influences the competitive advantage, ERP integration affects the purchasing strategy, ERP integration influences the competitive advantage, Purchasing strategy affect the competitive advantage. One of the most exciting findings revealed that ERP integration and purchasing strategy mediated the influence of top management commitment on the competitive advantage. Top management influence, directly and indirectly, the competitive advantage. This result provide the managerial implication that the management need to establish an ERP integration and define a proper purchasing strategy in enhancing the competitive advantage of the manufacturing company. This research contribute in enriching the on-going research in the field of supply chain management.

THE IMPACT OF POLITICAL CONNECTION ON COST OF DEBT WITH CORPORATE GOVERNANCE AS A MODERATING VARIABLE: EVIDENCE FROM INDONESIA

Ratna Emilia and Ratna Wardhani (Universitas Indoneisa, Indonesia)

This research aims to examine the impact of political connection on cost of debt with corporate governance as moderating variable. Sample of this thesis are non financial industries companies which listed in Indonesian Stock Exchange on 2012-2015 with total 176 companies. The measurement of political connection in this study using Faccio (2006) model and the cost of debt measurement using Bliss and Gul (2012) model. The first result of this thesis indicates that political connection has positive influence on cost of debt. Second, corporate governance has negative impact on cost of debt. Third, corporate governance as a moderating variable strengthen the positive relation between political connection and cost of debt. The implication of this thesis is by the presence of the influence of political connection in the company, can reduce the cost of debt are getting higher due the creditor assume that the company which has political connection more risky than a company that did not have any political connection. Good corporate governance can reduce the impact of political connection.

SESSION 6 (E): BUSINESS AND SOCIETY

Date : 5th October 2018
Time : 1515 -1600
Venue : Berjaya

INTERCULTURAL COMMUNICATION IN MALAYSIA : TOURISM PERSPECTIVE

Isma Rosila Ismail, Roswati Abd Rashid, Khatijah Omar and Zaleha Mohamad
(Universiti Malaysia Terengganu, Malaysia)

Intercultural communication and tourism are interrelated as culture and communication relates with the addressing cultural diversity and recognizes the differences. Intercultural communication also relates to others through attitudes of understanding and tolerance in the tourism industry. Therefore tourism provides an absolute context for intercultural communication. Through travel, people are migrating temporarily to other destinations and cultures. Hence tourism provides an opportunity for improving international understanding. Intercultural communication plays an important role in this paradigm in improving the people who involve in this industry to understand, to know and to appreciate other cultures. This concept paper will discuss about the intercultural communication and tourism in Malaysian context such as the cultural values, religion, customs and etiquette. The secondary data and content analysis will be used to report about intercultural communication experiences that could help the tourists and the people in this industry to know and to value other cultures, and at the same time appreciate their own culture.

PAPER TO BURN, AFTERLIFE RICHES

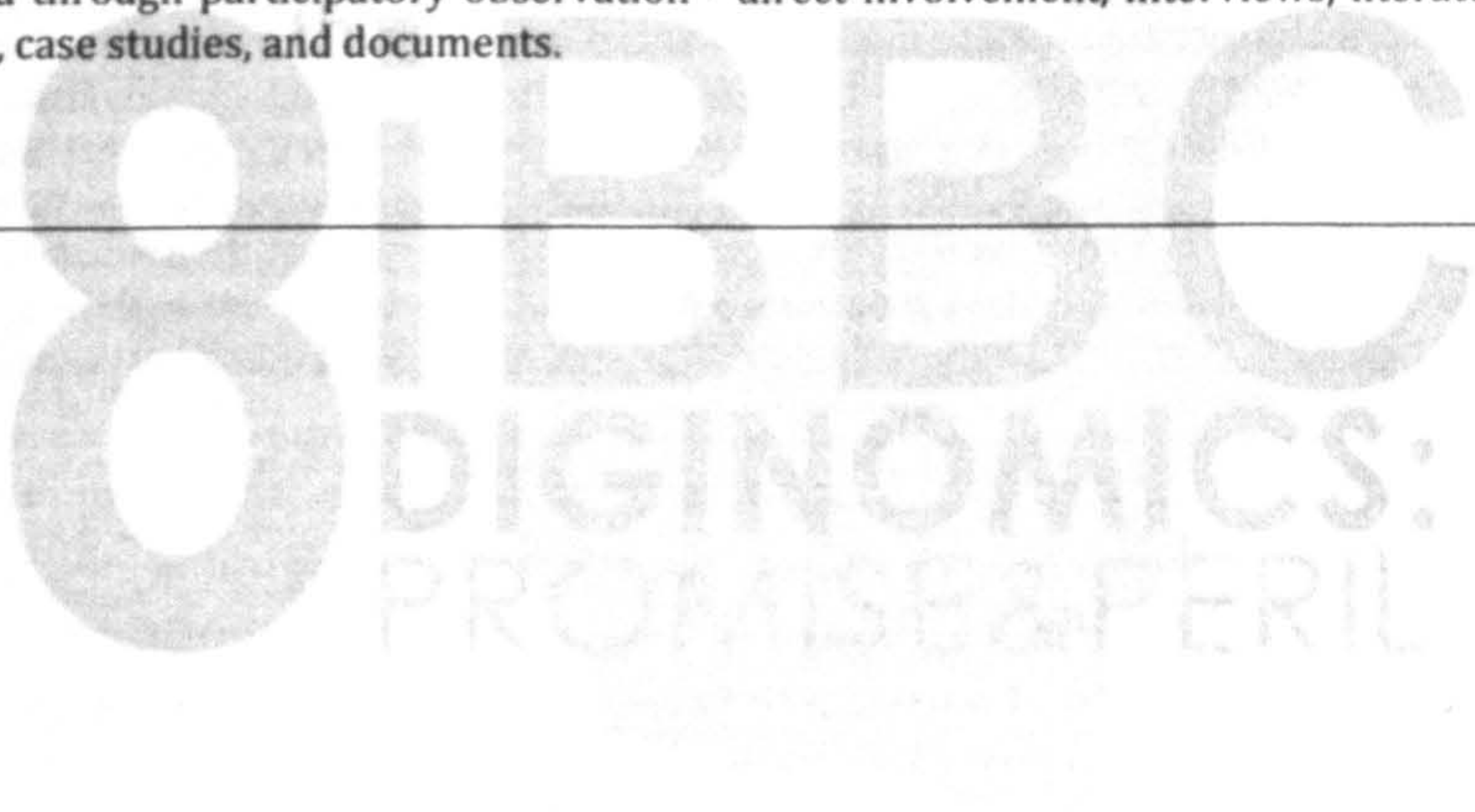
Parveen Kaur, Lim Kai Syn, Khartiga A/P Parseraman, Hee Kai Qi and Shirleyann Michelle Anak Kumbang (Universiti Malaysia Sarawak, Malaysia)

This study highlights the uses and significance of joss paper in the Chinese community as well as the evolution of joss paper throughout time. It is needed because of the existence of variations in practice when examined within different context. The study was done to contribute to the knowledge of joss paper within the Malaysian Chinese community context. The participants of this study involve those from the Chinese ethnic background between the ages of 22 to 67 years old who still practice the tradition of burning joss papers. This study was conducted in Chinese graveyards during the *QingMing* festival and shops which sell the item. We interviewed and compared information between families and vendors regarding the practice through convenience sampling. Reasons vary between families in regards to the practice and joss paper has fairly evolved in terms of structure and variety. The report is organized into several sections: 1) Introduction, referring to background of study, research significance and objectives; 2) Literature review, addressing the definition and evolution of joss paper; 3) Methodology, presenting the information on demography and methods used; 4) Discussion, in reference to the objectives on significance of the practice, evolution and theory; 5) Conclusion, incorporating reflections and future recommendations for the study.

A CONSTRUCTIVE MODEL FOR MILITANCY EMPOWERMENT OF COMMUNITY SOCIAL ORGANIZATION TO ESTABLISH NATIONAL INTEGRATION AND SOCIAL HARMONY IN THE DEVELOPMENT OF CIVIL SOCIETY

I Wayan Damayana and I Wayan Ruspendi Junaedi (Dhyana Pura University, Indonesia)

Clashes between mass organizations have caused a lot of casualties, which are members of organization and non-members. This happens because of members' militancy which leads to terrible results. This condition is very dangerous to national integration, social harmony and values of mutual trust among community members. Therefore, a research is urgently needed to discern the factors that cause member's militancy to their CSO (community social organization). The long-term goal of this research is to produce a constructive model of empowerment of this militancy so as to build national integration and social harmony in the development of civil society. The specific target of this research is identifying determinant factors of militancy to a CSO, both social and cultural factors that affect organizational psychology. To achieve this goal, a phenomenology paradigm whose type is grounded research was used to explore root causes and determinant factors of this militancy. This research applied qualitative method in which the data were collected through participatory observation - direct involvement, interviews, literature reviews, case studies, and documents.



SESSION 6 (F): BANKING AND FINANCE

Date : 5th October 2018
Time : 1515 -1600
Venue : Selasih

A RELATIONSHIP-BASED APPROACH TOWARDS THE CONSTRUCTION OF A RURAL TOURISM DESTINATION BRAND FRAMEWORK

Samuel Adeyinka-Ojo (Curtin University Malaysia), **Catheryn Khoo-Lattimore** (Griffith University, Australia) and **Vikneswaran Nair** (University of The Bahamas)

This paper reports findings from following a rural indigenous community in Malaysia as part of the government's initiative to develop and brand rural destinations. Over a two-year period, we participated in the destination's food festivals and touristic events, and talked to tourists, as well as the local indigenous people, volunteers, destination marketing experts, government agents and other relevant stakeholders. The findings outline three components for a theoretical construction of brand for rural tourism destinations that comprise tourism destination appeals, branding strategies, and stakeholders' roles. Findings also indicate that the development of rural tourism destination brand should be from the bottom up, where community-driven strategies can be most effectively delegated to the local community's association leadership. Implications for practice and host community well-being are discussed in detail.

EFFECTS OF CURRENT RATIO AND DEBT-TO-EQUITY RATIO ON RETURN ON ASSET AND RETURN ON EQUITY

Lusy, Thyophoida W.S. Panjaitan (Darma Cendika Catholic University), **F.X. Soegeng** ((STIESIA) Surabaya, Indonesia) and **Maria Widyastuti** (Darma Cendika Catholic University, Indonesia)

The purpose of a company is to gain profits. The purpose of the present study was to examine the effects of current ratio and debt-to-equity ratio on return on asset and return on equity for companies of the food and noodle sub-sector. A total of 10 companies listed on the Indonesia Stock Exchange (ISX) was sampled from 2014 to 2017. Data were processed using the multiple linear regression analysis with SPSS 24. Results showed that current ratio and debt-to-equity ratio had a significant effect on return on equity and return on asset. Results of the regression coefficient analysis showed that current ratio and debt-to-equity ratio accounted for 14.9% of ROA, while the remaining 85.1% was explained by other variables, as indicated by the coefficient determinants. The regression coefficient analysis for ROE showed that 61.4% was explained by other variables not studied in this research. Results of the *F*-test showed a significance value of $0.019 < 0.05$ for ROA and $0.000 < 0.05$ for ROE, meaning that both the current ratio and debt-to-equity ratio had a significant effect on ROA and ROE in food and beverage industry companies listed in Indonesia Stock Exchange.

INSIGHTS INTO QUALITATIVE DATA ANALYSIS TECHNIQUES IN TOURISM DESTINATION BRANDING CASE STUDIES RESEARCH

Samuel Adeyinka-Ojo and Shamsul Kamairah Abdullah (Curtin University, Malaysia)

First, this paper is aimed to provide insights into qualitative data analysis techniques in tourism destination branding case studies (CSs), and second is to identify which of these techniques have been utilised frequently in destination branding CSs. This paper is not positioned to argue in favour of best technique or strategy to analyse qualitative data within the CSs tourism destination branding framework. However, this paper has explored why different qualitative data analysis techniques have been combined by the researchers to analyse tourism destination branding CSs research. To achieve the two aims of this paper, several literature sources on tourism marketing, place, cities, regions, nations and tourism destination branding were reviewed. Likewise, the strategies or techniques adopted to analyse qualitative tourism destination branding case studies were also taken into close cognisance. This is followed by content analysis of these studies in order to ascertain various techniques adopted to analyse them. Findings indicate that most of the studies adopted qualitative data analysis technique considered to be appropriate to achieve the objective of the study and more importantly has taken into consideration the researcher's philosophical paradigm. Implications and recommendations for future studies are highlighted.

AUDIT COMMITTEE'S EFFECTIVENESS, BOARD OF COMMISSIONERS' COMPOSITION AND THE SELECTION OF EXTERNAL AUDITORS: EVIDENCE FROM INDONESIA

Vania Rebecca and Desi Adhariani (Universitas Indonesia)

This study examines the impact of the audit committee's effectiveness and the board of commissioners' composition on the selection of external auditors. The approach used is a quantitative method with logistic regression to analyze the influence of audit committee's effectiveness (measured by scoring) and board of commissioners' composition (consist of the proportion of independent commissioners, gender diversity, proportion of board of commissioners with interlocks, and total of the board members) on the external auditor selection. The results show that the audit committee's effectiveness and proportion of board of commissioners with interlocks has a positive impact towards the selection of Big 4 external auditor); while the presence of women in the board of commissioners has a negative impact. The other variables that have positive impact are firm size and profitability, meanwhile leverage does not have impact on Big 4 external auditor preference. Since the selection of external auditor represent the audit quality, the results from this study has a practical implication on the need to strengthen the corporate governance mechanisms in terms of the characteristics of board of commissioners to enhance the audit quality and hence the quality of financial statements of Indonesian companies.

Acknowledgements

The Faculty of Economics & Business, Universiti Malaysia Sarawak would also like to thank individuals and organizations who have contributed directly or indirectly to the success of this conference.

We also would like to extend our sincere appreciation for the contributors/sponsorships from:

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